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PFSweb Partners With Gaiam to Provide Infrastructure Services

ALLEN, TX -- (Marketwired) -- 05/22/15 -- PFSweb, Inc. (NASDAQ: PFSW), a global provider of end-to-end eCommerce solutions, has been engaged by Gaiam, Inc., a leader in the fast-growing yoga, fitness, and wellness markets, to provide eCommerce services in support of its Gaiam and SPRI consumer division brands.

Gaiam is a leading lifestyle company for yoga, fitness, and wellness products and related content with a wide distribution network that includes 17,000 store within stores, a 5-star yoga app on the iTunes App Store and an eCommerce site. The flagship Gaiam brand includes yoga and wellness accessories, yoga apparel, and media, and the company's SPRI brand is focused on fitness accessories.

"With Gaiam's expanding presence in the active lifestyle industry, their decision to outsource infrastructure services will allow them to focus on growing their business," said Mike Willoughby, CEO of PFSweb. "Our highly-customized solutions and technology will integrate seamlessly with their established websites and customer care facilities, and most importantly, will ensure Gaiam's customers continue to receive an exceptional online shopping experience."

Under the agreement, PFSweb will provide order management, U.S. fulfillment, fraud management, payment processing, and iCommerce Agent technology for Gaiam's direct-to-consumer divisions.

"We've turned to PFSweb given their strong track record of supporting lifestyle and apparel brands across the globe," said Cyd Crouse, COO of Gaiam. "Another key factor in our decision was their efficient and scalable solutions. Though we've currently engaged PFSweb to manage our U.S. fulfillment, their strong global distribution platform has the ability to expand to support our presence overseas."

About Gaiam

Gaiam, Inc. (NASDAQ: GAIA) is a leading lifestyle company for yoga, fitness and wellness products and content. With a wide distribution network that consists of approximately 38,000 retail doors, 17,000 store within stores, 5,000 category management locations, and e-commerce, Gaiam is dedicated to making yoga, fitness and wellness accessible to all. Gaiam TV is a global digital subscription service with approximately 7,000 exclusive videos available for streaming and download. Gaiam dominates the health and wellness category and owns the largest library of conscious media. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is a global provider of end-to-end eCommerce solutions including digital agency and marketing services, technology development services, business process outsourcing services and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other companies seeking to optimize every customer experience and enhance their traditional and online business channels. PFSweb supports organizations across various industries, including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Ricoh, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, T.J. Maxx, the United States Mint, and many more. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, Canada, Belgium, London, Munich, and India. For more information, please visit www.pfsweb.com or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

Investor Relations

Liolios Group, Inc.
Scott Liolios or Sean Mansouri
Tel 1-949-574-3860
[Email Contact](#)

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