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SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

**FORM 8-K**

CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(D) OF THE  
SECURITIES EXCHANGE ACT OF 1934

DATE OF REPORT (DATE OF EARLIEST EVENT REPORTED): SEPTEMBER 1, 2010

**PFSweb, Inc.**

(Exact name of registrant as specified in its charter)

Delaware  
(STATE OR OTHER JURISDICTION  
OF INCORPORATION)

000-28275  
(COMMISSION FILE NUMBER)

75-2837058  
(IRS EMPLOYER  
IDENTIFICATION NO.)

500 NORTH CENTRAL EXPRESSWAY  
PLANO, TX 75074  
(ADDRESS OF PRINCIPAL EXECUTIVE OFFICES)

(972) 881-2900  
(REGISTRANT'S TELEPHONE NUMBER, INCLUDING AREA CODE)

N/A  
(FORMER NAME OR ADDRESS, IF CHANGED SINCE LAST REPORT)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

PFSweb, Inc. (the "Company") recently announced the appointment of Michael Willoughby as President of the Company in light of his overall responsibilities within the organization.

Mr. Willoughby, age 46, previously served as President of Priority Fulfillment Services, the Company's Services Division, since February 2006. He also served as Executive Vice President and Chief Information Officer of the Company, since October 2001. From 1999 to 2001, Mr. Willoughby served the Company as Vice President of E-Commerce. Prior to joining the Company, Mr. Willoughby served as President and Chief Executive Officer of Design Technologies, Inc., an e-commerce software development firm from 1994 to 1999. Prior to founding Design Technologies, Inc., Mr. Willoughby served as President and Chief Executive Officer of Integration Services, Inc., an IT consulting services company.

Mr. Willoughby participates in the Company's 2005 Employee Stock and Incentive Plan and 2010 Bonus Plan as described in the Company's most recent Proxy Statement dated April 30, 2010.

**Item 7.01 Regulation FD Disclosure.**

On September 1, 2010, the Company issued a press release announcing the changes described above in Item 5.02 of this report. The information in the press release, which is attached hereto as Exhibit 99.1, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, nor shall it be deemed incorporated by reference in filings under the Securities Act of 1933.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release, dated September 1, 2010.

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**PFSweb, Inc.**

Dated: September 1, 2010

By: /s/ Thomas J. Madden

Thomas J. Madden

Executive Vice President and Chief Financial Officer



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## **Mike Willoughby Named President of PFSweb, Inc.**

**PLANO, TX, September 1, 2010** — **PFSweb, Inc. (Nasdaq: PFSW)**, Mark C. Layton, Chairman and Chief Executive Officer of PFSweb Inc., an international provider of end-to-end eCommerce solutions for leading online retailers and manufacturers, today announced that Mike Willoughby has been promoted to President of PFSweb, Inc.

In announcing the promotion, Mr. Layton stated “It is with great honor that I announce the promotion of Mike Willoughby to the position of President of PFSweb, Inc. Over the past few years, Mike has served as President of our Services division where he created and brought to fruition *PFSweb’s End2End eCommerce*® offering that has become the cornerstone of our rapidly growing Direct to Consumer (DTC) market segment. Mike’s vision and strong leadership have become an integral part of our expanding success in the exciting web commerce industry. Today’s announcement is further recognition of the commitment Mike has demonstrated throughout his career at PFSweb. This expanded role will allow Mike to work with me to further contribute to the overall strategic development of the future vision and direction of our entire company.”

“I am honored to continue to serve PFSweb and I look forward to building on the successes of our Services business in this expanded role. I am privileged to be part of a wonderful team of professionals led by Mark Layton and we are all focused on continuing to grow our company while providing a world class solution to each of our clients,” stated Willoughby.

Previously Mr. Willoughby served as President of PFSweb’s Services Division and continues to serve as the company’s Chief Information Officer. Willoughby joined PFSweb as Vice President of eCommerce in 1999, where he led the group responsible for the acquisition, development, integration and support of world-class technologies, and was promoted to CIO in 2001. He is a graduate of Abilene Christian University with a degree in Business Administration. Mr. Willoughby will continue to report to PFSweb, Inc. Chairman and Chief Executive Officer, Mark C. Layton.

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## **About PFSweb, Inc.**

PFSweb develops and deploys comprehensive end-to-end eCommerce solutions for Fortune 1000, Global 2000 and brand name companies, including interactive marketing services, global fulfillment and logistics and high-touch customer care. The company serves a multitude of industries and company types, including such clients as P&G, LEGO, Carter's, AAFES, Riverbed, InfoPrint Solutions Company, Hawker Beechcraft Corp., Roots Canada Ltd. and Xerox.

Through its wholly owned eCOST.com subsidiary, PFSweb also serves as a leading multi-category online discount retailer of high-quality new, "close-out" and manufacturer recertified brand-name merchandise for consumers and small to medium size business buyers. The eCOST.com brand markets approximately 270,000 different products from leading manufacturers such as Sony, Hewlett-Packard, Denon, JVC, Canon, Nikon, Panasonic, Toshiba, Microsoft, Garmin, Braun, Sharp, Cuisinart, Bissell and Hoover primarily over the Internet and through direct marketing.

To find out more about PFSweb, Inc. (NASDAQ: PFSW), visit the company's websites at <http://www.pfsweb.com> and <http://www.ecost.com>.

*The matters discussed herein consist of forward-looking information under the Private Securities Litigation Reform Act of 1995 and is subject to and involves risks and uncertainties, which could cause actual results to differ materially from the forward-looking information. PFSweb's Annual Report on Form 10-K for the year ended December 31, 2009 and Quarterly Report on Form 10-Q for the six months ended June 30, 2010 identify certain factors that could cause actual results to differ materially from those projected in any forward looking statements made and investors are advised to review the Annual and Quarterly Reports and the Risk Factors described therein. PFSweb undertakes no obligation to update publicly any forward-looking statement for any reason, even if new information becomes available or other events occur in the future. There may be additional risks that we do not currently view as material or that are not presently known.*