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## **PFSweb Signs a New Service Fee Client to Support a U.S. Direct-to-Consumer Initiative**

PLANO, Texas, May 13, 2008 (BUSINESS WIRE) --

PFSweb, Inc. (NASDAQ: PFSW), an international business process outsourcing provider of end-to-end web commerce solutions and an online discount retailer, announced it has been selected by a national retailer of consumer specialty products to support its direct-to-consumer business in the U.S. The implementation for this custom warehousing and order fulfillment solution is currently scheduled for completion during the first quarter of 2009.

Under the agreement, PFSweb will provide an advanced solution that addresses inventory management, warehousing, order fulfillment and distribution logistics from one of its Southaven, MS facilities. In addition, PFSweb will provide website integration, order and payment processing, customer contact services and service level performance monitoring from its facility in Plano, TX.

Mike Willoughby, President of PFSweb's services division, stated, "Our selection by this iconic brand is an important indicator of the strength of our value-added customized solutions offering within our Service Fee business and demonstrates our ability to continue to win new client business. We look forward to working with this client to assist them to better leverage their position in order to expand and enhance their supply chain efficiencies in the U.S."

PFSweb internationally provides integrated business process outsourcing services to major brand name companies. These services include professional consulting, technology collaboration, managed web hosting and internet application development, order management, web-enabled customer contact centers, customer relationship management, financial services including billing and collection services and working capital solutions, information management, facilities and operations management, kitting and assembly services, and international fulfillment and distribution services.

About PFSweb Inc.

PFSweb develops and deploys integrated business infrastructure solutions and fulfillment services for Fortune 1000, Global 2000 and brand name companies, including third party logistics, call center support and e-commerce services. The company serves a multitude of industries and company types, including such clients as LEGO, Riverbed, MARS Drinks North America, Hewlett-Packard, International Business Machines, Hawker Beechcraft Corp., Rene Furterer USA, 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. Through its website, [www.ecost.com](http://www.ecost.com), and its catalog, eCOST.com sells approximately 170,000 different products from leading manufacturers such as Sony, JVC, Canon, Hewlett-Packard, Garmin, Panasonic, Toshiba, Microsoft, Kitchen Aid, Panasonic, Black & Decker, Cuisinart, Coleman, Wilson and Nike.

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 include forward-looking information under the Private Securities Litigation Reform Act of 1995, which 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, 2007 identifies 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. These Risk Factors include the risk of contract terminations. 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.

SOURCE: PFSweb, Inc.

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