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## **PFSweb Announces Agreement with Columbia Sportswear Company to Support Major Global eCommerce Expansion**

PLANO, TX, February 23, 2012 (BUSINESS WIRE) ✓

PFSweb, Inc. (Nasdaq: PFSW), an international provider of end-to-end eCommerce solutions, today announced it has launched an agreement with Columbia Sportswear Company, a global leader in the active outdoor apparel and footwear industries, to provide online direct-to-consumer support services throughout Europe and Canada for the company's Columbia and Sorel brands. Columbia Sportswear Company was able to complete one of its largest eCommerce initiatives through this agreement with PFSweb. The first phase of the expansion included eighteen localized sites in Canada, Belgium, Germany, France, Italy, The Netherlands, Austria, Spain and the U.K. The first site launched in the U.K. on September 5, 2011, followed by the remaining countries on September 19, 2011. Future phases will include additional sites in these and other regions.

PFSweb was selected to provide multiple direct-to-consumer services for the Columbia and Sorel sites, including customer order and payment processing, information exchange functionality, account management and reporting services as well as distribution logistics management services and website sales returns processing services.

The agreement enlists PFSweb's global warehousing and product fulfillment capabilities, which are supported by PFSweb's distribution centers in Liege, Belgium and Toronto, Canada. PFSweb also provides customer contact services in each of the countries with agents staffed to support multiple languages from both locations.

[The services and capabilities provided by PFSweb across a broad global footprint will allow us to seamlessly provide our international customers the highest quality online research and shopping experience possible, stated Paul Zaengle, Vice President, eCommerce at Columbia Sportswear. [Our digital presence is the global face of our brands, and most outdoor consumers begin their research online before going into a store to make their purchase. Our responsibility is to maintain a highly branded digital presence, with rich product information, localized in key regions, empowering consumers and benefitting all of our retail partners around the globe.

Mike Willoughby, President of PFSweb, commented, [The agreement with Columbia Sportswear is not only an exciting new addition to our portfolio of fashion and apparel brands, it is also a testament to our commitment to build long-term success for our company. The eCommerce market is truly an international movement, and PFSweb is at the forefront. We believe having a global presence is a major advantage for PFSweb as more and more companies look to expand their eCommerce presence internationally and quickly realize the difficulties of doing so using either their in-house resources or through other service providers that are purely concentrated in the U.S.

### About Columbia Sportswear Company

Columbia Sportswear Company (NASDAQ: COLM) is a global leader in branded outdoor apparel, footwear, accessories and equipment. Columbia Sportswear Company products are sold in more than 100 countries under the Columbia<sup>®</sup>, Mountain Hardwear<sup>®</sup>, Sorel<sup>®</sup>, and Montrail<sup>®</sup> brand names, which have earned an international reputation for innovation, quality and performance. To learn more, please visit the company's websites at [www.columbia.com](http://www.columbia.com), [www.mountainhardwear.com](http://www.mountainhardwear.com), [www.sorel.com](http://www.sorel.com), and [www.montrail.com](http://www.montrail.com).

### About PFSweb, Inc.

Iconic brands engage PFSweb to enable their eCommerce initiatives. PFSweb's End2End eCommerce<sup>®</sup> solution includes interactive marketing services, robust eCommerce technology, global fulfillment and logistics, high-touch customer care, financial services, and order management. PFSweb's eCommerce solutions provide international reach and expertise in both direct-to-consumer and business-to-business initiatives, supporting organizations across multiple industries including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Sorel, Carter's, Lucky Brand Jeans, kate spade new york, Juicy Couture, AAFES, Riverbed, Ricoh, Hawker Beechcraft Corp, Roots Canada Ltd. and Xerox. PFSweb is headquartered in Plano, TX with additional locations in Tennessee, Mississippi, Canada, Belgium, and the Philippines.

To find out more about PFSweb, Inc. (NASDAQ: PFSW), visit the company's website at <http://www.PFSweb.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, 2010 and Quarterly Report on Form 10-Q for the nine months ended September 30, 2011 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.

SOURCE: PFSweb, Inc.

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