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BCBGMAXAZRIAGROUP Turns to PFSweb's iCommerce Omni-Channel Commerce Solution

PFSweb Launches Three Unique Sites for Brands from Iconic Designer Max Azria

ALLEN, TEXAS, February 20, 2013 - PFSweb, Inc. (NASDAQ: PFSW), an international provider of end-to-end eCommerce solutions, today announced that it has signed an agreement with BCBGMAXAZRIAGROUP to develop and support customized direct-to-consumer eCommerce solutions for the BCBGMAXAZRIAGROUP brands in the United States. Under this agreement, PFSweb has launched unique standalone eCommerce sites for three of the iconic designer's brands, BCBGMAXAZRIA, BCBGENERATION and HERVE LEGER BY MAX AZRIA. The agreement also includes the potential to build additional eCommerce sites for the designer's other brands, support international expansion and provide retail integration for branded retail stores utilizing PFSweb's iCommerce omni-channel functionality announced on November 7, 2012.

In addition to developing the web sites, PFSweb will provide a complete end-to-end eCommerce solution, including the iCommerce Hub(SM) technology ecosystem featuring the Demandware eCommerce platform, multi-channel order management with Shopatron retail integration, iCommerce Agent(SM) customer care portal as well as client data integration, payment processing and business intelligence reporting. PFSweb will also provide select iCommerce professional services under the agreement including eCommerce and omni-channel order management development and support, interactive marketing services and account management. The BCBGMAXAZRIAGROUP brands will be supported with distribution logistics management services, web site sales returns processing services and customer care services utilizing iCommerce Centers of Excellence(SM) in Memphis, TN and Dallas, TX.

"We have enjoyed the opportunity to work with PFSweb to build unique eCommerce identities for our BCBGMAXAZRIA, BCBGENERATION and HERVE LEGER BY MAX AZRIA brands," said Max Azria. "While all of our brands retain our visionary sense of style, we feel that it is important in today's retail environment to leverage the power of online commerce to distinguish and enhance each of the unique aspects of our products. PFSweb's solution provides the flexibility and features that will help us provide a best-in-class shopping experience, enhance brand loyalty and continue to innovate to meet the evolving needs of our valued customers."

"We are excited to announce the addition to our growing fashion portfolio of another renowned designer that is utilizing our iCommerce omni-channel commerce solution," said Mike Willoughby, President of PFSweb, Inc. "One of the major benefits of our platform is the ability to provide highly-tailored brand-specific solutions that enhance the customer experience. I am thrilled that we are able to leverage our iCommerce technology platform, professional services and fulfillment and customer care centers of excellence to create a unique commerce space for each brand to use and to meet the needs of BCBGMAXAZRIAGROUP's customers and enrich those customer relationships."

"I believe this is a significant win for PFSweb and a great opportunity for BCBGMAXAZRIAGROUP. As today's consumers look for a more personalized shopping experience with their preferred brands, it is more important than ever for a retailer to have a customized omni-channel commerce solution that reinforces the brand value proposition with every customer touch point. I am proud to know that PFSweb's iCommerce Solution empowers the BCBGMAXAZRIAGROUP family of brands to accomplish that purpose through a single partner," concluded Mr. Willoughby.

About PFSweb, Inc.

PFSweb is engaged by iconic brands to enable and manage customized eCommerce and omni-channel commerce initiatives. PFSweb's iCommerce Hub(SM) technology ecosystem offers retailers a multi-channel order management system that allows partner/client data integration and international payment processing. PFSweb's iCommerce Professional Services(SM) provides interactive marketing services, eCommerce web site development and support services, IT development services, content management, customer intelligence and relationship and account management services. PFSweb's iCommerce Centers of Excellence(SM) provides global fulfillment and logistics, high-touch customer care, client financial services and technology hosting.

Together, PFSweb's iCommerce Solutions allows for international reach and expertise in both direct-to-consumer and business-to-business initiatives. PFSweb supports organizations across multiple industries including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Sorel, Carter's, AAFES, Riverbed, Ricoh, Hawker Beechcraft Corp, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, BCBGENERATION and HERVE LEGER BY MAX AZRIA. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Canada, Belgium, and the Philippines.

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

About BCBGMAXAZRIAGROUP

BCBGMAXAZRIAGROUP designs, develops, produces and markets complete collections of women's ready-to wear and accessories, each known for being at the forefront of creativity, quality and style. The Group is one of the worldwide leaders in ready-to-wear, encompassing a portfolio of over 12 brands, including BCBGMAXAZRIA, Max Azria Atelier, Herve Leger by Max Azria and BCBGeneration, among others, and a retail and wholesale network that includes more than 13,500 points of sale throughout the world. For more information, please visit www.bcbgmaxazriagroup.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, 2011 and Quarterly Report on Form 10-Q for the three and nine months ended September 30, 2012 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.