



January 7, 2013

PFSweb to Present at the NRF 102nd Annual Convention & EXPO

PFSweb, Inc. (Nasdaq: PFSW), an international provider of end-to-end eCommerce solutions, announced today that Mike Willoughby, President of PFSweb, and James Connell, Vice President of eCommerce & Marketing for Roots Canada, will present at the NRF 102nd Annual Convention & Expo on Monday, January 14th, 2013 at 1:00 p.m. in New York City. The presentation will take place at Room 3D04 of Expo Hall Level 3 at the Jacob K. Javits Convention Center.

The presentation, entitled “Roots: Omni-channel Strategy for Today’s Consumer,” will use the iconic Canadian retailer and PFSweb client as a case study to demonstrate how providing exemplary brand experiences and access to inventory no matter where the customer is shopping is crucial in today’s retail environment. In the session, Roots Canada and PFSweb will illustrate the most effective methods to deliver consistent experiences across all channels and leverage customer data to optimize product purchases and customer experiences.

The convention, known as “Retail’s Big Show” and hosted by the National Retail Federation, is the largest trade show in the industry and will be held from January 13-15, 2013. For more information, log on to: <http://events.nrf.com/annual2013/>.

About PFSweb, Inc.

Iconic brands engage PFSweb to enable their eCommerce initiatives. PFSweb’s End2End eCommerce® 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, LEGO, 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 Allen, 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, 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.