



Company Contact:  
Laura Cornstubble  
Senior Marketing Manager  
972.881.2900 x3574  
[lcornstubble@pfsweb.com](mailto:lcornstubble@pfsweb.com)

Investor Contact:  
Todd Fromer / Garth Russell  
KCSA Strategic Communications  
212-896-1215 / 212-896-1250  
[tfromer@kcsa.com](mailto:tfromer@kcsa.com) / [grussell@kcsa.com](mailto:grussell@kcsa.com)

## eCOST.com Kicks Off the Online Holiday Shopping Season with Strong Business-to-Consumer Web Traffic and Sales During Black Friday/Cyber Monday

*Site sees total visitors increase by 63% while offering  
“Outrageous Deals” on the hottest products for the Holidays*

**EL SEGUNDO, Calif., December 4, 2008** – eCOST.com, a wholly owned subsidiary of PFSweb, Inc. (Nasdaq: PFSW), and a leading multi-category online discount retailer of brand-name technology, consumer electronics, housewares and office products, announced today that it experienced strong demand in its business-to-consumer segment, as measured by shipped revenue and total unique web site visitors, during the Thanksgiving Holiday weekend to kickoff the 2008 Holiday shopping season.

From November 28 through December 2, eCOST.com shipped revenue in its business-to-consumer segment increased 35% compared with the same Thanksgiving Holiday period last year. While product demand was widespread, consumers flocked to High Definition LCD TV's, Notebook Computers and the Nintendo® Wii™. Total visitors to the site on November 28 through December 2 increased 63% over the prior year period.

“We are pleased with eCOST.com’s strong start to the 2008 Holiday shopping season,” stated Gary Guy, President of eCOST.com. “We are excited about our new ‘Outrageous Offer’ promotion, which we believe has resonated with our customer base and helped increase traffic to our site this Black Friday/Cyber Monday weekend. The limited quantity ‘Outrageous Offer’ deals, designated by a special icon within Bargain Countdown™, are offered at random throughout the day. These holiday deals have included a Nintendo® Wii™ gaming system for \$99, a Nintendo® Wii™ Fit with Wii™ Balance Board for \$49 and a \$199 Recertified Dell Laptop computer. These items, along with our hundreds of additional offers, allow customers to shop for the Holiday season without feeling as though they are breaking the bank.”

Guy continued, “We remain optimistic going into this holiday season and will continue to offer our customers the best deals and the lowest prices for the hottest products. The increased traffic to eCOST.com is a testament to the many great offers available on brand name merchandise as well as the web site enhancements implemented during the past several

months. These improvements included enhanced Bargain Countdown™ features, richer shopping cart and checkout functionality and new product categories enabling us to market over 70,000 new products this year.”

### **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, Discovery Commerce, Riverbed, 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. The eCOST.com brand markets approximately 200,000 different products from leading manufacturers such as Sony, Hewlett-Packard, Onkyo, Denon, JVC, Canon, Nikon, Panasonic, Toshiba, Microsoft, Dyson, Kitchen Aid, Braun, Black & Decker, Cuisinart, Coleman, and Citizen 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 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 and Form 10-Q for the quarter ended September 30, 2008 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. 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.*

###