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## **PFSweb Launches New Omni-Channel Commerce Solution Under the iCommerce Brand**

ALLEN, Texas--(BUSINESS WIRE)--

PFSweb, Inc. (Nasdaq: PFSW), an international provider of end-to-end eCommerce solutions, today announced that it has signed an agreement with Shopatron to bundle the world-class Shopatron multi-channel commerce technology platform into PFSweb's End2End eCommerce® Solution. PFSweb will resell the Shopatron platform as a fully integrated component of its End2End technology solution under the iCommerce brand early next year.

"As the first new component of PFSweb's Infinite Commerce Initiative, this major upgrade to our proven iCommerce Hub(SM) order management system forms the foundation of an exciting new global iCommerce Solution that will deliver the premier omni-channel shopping experience for today's highly-discriminating online consumer," said Mark Layton, Chief Executive Officer of PFSweb.

"It is clear to me that winning brands and retailers must recognize that the consumer is squarely in the driver's seat of the relationship between consumer and the brand," said Mike Willoughby, President of PFSweb. "We are committed to equipping our clients with a comprehensive Infinite Commerce solution made up of world-class technologies and services that will empower the consumer to shop without the constraints of traditional channels, receive products and services without the limits of channel fulfillment and to have brand conversations across channels without confusion. Upgrading our proven world-class End2End eCommerce technology solution featuring the premier Demandware eCommerce platform with the market-leading Shopatron retail-integrated order management and store fulfillment technology platform will ensure that our new iCommerce offering will deliver on the promises of omni-channel commerce for our clients beginning early next year."

"PFSweb is an excellent solution partner for us," said Ed Stevens, Founder and CEO of Shopatron. "They can bundle our advanced order management capabilities, such as store-level inventory integration, ship-from-store fulfillment, in-store pickup, vendor drop-ship, and in-store pick & pack logic, into their iCommerce solution to provide a best-in-class solution for both branded manufacturers and multi-channel retailers. Our joint solution enables companies to align online and offline channels for a rapid transition to omni-channel commerce, taking end-to-end eCommerce to a whole new level."

PFSweb will formally unveil the full details of the iCommerce solution in January in conjunction with the NRF Annual Convention & EXPO in New York. Please visit PFSweb at booth #C649 to receive a personal iCommerce briefing and to meet representatives from PFSweb and Shopatron.

### **About PFSweb**

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 Allen, TX with additional locations in Tennessee, Mississippi, Canada, Belgium, and the Philippines.

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

### **About Shopatron**

Shopatron is the only eCommerce solution in the world that can increase a brand's sales online, while also increasing sales through brick-and-mortar retail stores. Shopatron's retail-integrated eCommerce with distributed order management provides an innovative and flexible approach to online sales that matches the unique needs of branded manufacturers and multi-channel retailers. Founded in 2001, Shopatron works with over 1,000 brands and 20,000 retail partners across more than 40 industries. Clients include top brands such as Bosch, Suzuki, Mizuno, Ducati, JL Audio, K2, Roland, Modell's and Sport Chalet. The company has headquarters in San Luis Obispo, California.

To learn more about Shopatron, visit [ecommerce.shopatron.com](http://ecommerce.shopatron.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 six months ended June 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.

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