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PFSweb Launches New eCommerce Solution for ASICS Corporation

Marks the Fourth ASICS eCommerce Program Deployed by PFSweb

ALLEN, TX -- (Marketwired) -- 02/24/15 -- PFSweb, Inc. (NASDAQ: PFSW), a global provider of end-to-end eCommerce solutions, has launched a new direct-to-consumer eCommerce program for [ASICS Tiger](#), an ASICS Corporation brand featuring athletic shoes that fuse Japanese heritage with modern flair.

The new program builds upon the success of three ASICS eCommerce programs currently supported by PFSweb in the United States and Europe for [ASICS America](#) and [Onitsuka Tiger](#).

"This new program demonstrates the confidence and trust we gained from ASICS over the last few years as we've delivered an effective and consistent eCommerce solution," noted Mike Willoughby, CEO of PFSweb. "Similar to our other multi-brand engagements, we have built upon a strong existing client relationship to drive organic growth. We are honored to add another iconic ASICS brand to our client portfolio, and look forward to continuing our partnership."

The new eCommerce program for ASICS Tiger will include order management, customer care, payment processing, fraud management, and fulfillment and distribution in the United States.

"As more of our customers shop online for athletic footwear and apparel, it is important that we have an eCommerce site that provides a highly interactive way for consumers to connect with the ASICS brands," said Craig Gillan, Senior Director of Direct to Consumer at ASICS. "We've turned again to PFSweb because of their proven expertise in delivering customizable solutions for our other brands. As PFSweb has done in the past, we expect this new eCommerce program to strengthen our brand online and deliver a high quality experience for our customers."

About ASICS America

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asicsamerica.com.

About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is a global provider of end-to-end eCommerce solutions including digital agency and marketing services, technology development services, business process outsourcing services and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other companies seeking to optimize every customer experience and enhance their traditional and online business channels. PFSweb supports organizations across various industries, including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Ricoh, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, T.J. Maxx, the United States Mint, and many more. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, Canada, Belgium, London, Munich, and India. For more information, please visit www.pfsweb.com or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

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