



July 30, 2009

Roots Experiences Incredible Online Sales Growth with PFSweb's End2End eCommerce Solution

PLANO, Texas, Jul 30, 2009 (BUSINESS WIRE) --

PFSweb, Inc. (Nasdaq: PFSW), an international provider of end-to-end (End2End) eCommerce solutions, announced today that its client, Roots Canada Ltd., has reported significant success online as a result of migrating to PFSweb's End2End eCommerce solution. Canadian consumers especially are embracing the new functionality, driving exponential growth in sales volume. PFSweb initially moved Roots to its End2End eCommerce solution that features Demandware technology in August 2008.

"The decision to take advantage of PFSweb's full service solution was made after careful consideration and a thorough assessment of the market," said James Connell, Senior Director, eCommerce, Digital Marketing and New Media for Roots. "We couldn't be happier and more comfortable with our decision and the results. We feel that we have chosen a winning solution with PFSweb that provides the best possible customer experience. I'm now able to leverage more robust eCommerce tools to advance my marketing and merchandising strategies and innovate at a faster pace. All of this will allow Roots to continue to evolve its online business while remaining a leader in the marketplace."

"As one of the first brands to use our End2End eCommerce solution, Roots migrated to the Demandware platform in order to expand its capabilities and empower its online channel, poising itself for accelerated growth," said Mike Willoughby, President of PFSweb's services division. "From the beginning, we sought to deliver maximum capability and flexibility to Roots across all functions of their online initiative. Roots's measurable success using our End2End solution proves our advanced technology, tightly coupled with world-class operations, results in both revenue growth as well as the delivery of the best experience for our clients' customers. We continue to craft similar solutions for other leading online brands."

PFSweb provides Roots with Demandware's eCommerce technology, financial services (including payment processing and fraud management), international order fulfillment, high-touch customer care and interactive marketing technologies and services. Bringing all functions of eCommerce together in a tightly integrated offering, PFSweb extends a brand's ability to focus on core competencies, drive better customer experience and leverage agility in marketing and merchandising efforts.

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, 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 250,000 different products from leading manufacturers such as Sony, Hewlett-Packard, 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, 2008 and Form 10-Q for the quarter ended March 31, 2009 identifies 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 Report 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.

SOURCE: PFSweb, Inc.

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