



December 4, 2012

PFSweb Announces Support of Kraft Food's Direct-to-Consumer eCommerce Solutions for Gevalia and Tassimo

PFSweb, Inc. (Nasdaq: PFSW), an international provider of end-to-end eCommerce solutions, today announced that it is supporting the eCommerce solutions for Kraft's *Gevalia* and *Tassimo* brands, which included the launch of *Tassimodirect.com* and relaunch of *Gevalia.com*.

Kraft selected PFSweb to provide a wide range of services to support the eCommerce initiatives of *Gevalia* and *Tassimo*, including interactive marketing services, order management, payment processing and fraud screening. PFSweb also provides high-touch customer care, including chat functionality, and e-mail support services in multiple languages. This agreement has been previously announced and referred to as a new program with a consumer packaged goods (CPG) client.

Kraft, North America's fourth largest consumer packaged food and beverage company, launched its premium coffee brand, *Gevalia*, at supermarkets, mass merchandisers and other retail outlets across the U.S. beginning in December 2011. The *Gevalia* and *Tassimo* eCommerce sites went live in November 2011.

"The *Gevalia* eCommerce site provides customers with a more enriched shopping experience. The additional information available online for more than 40 premium *Gevalia* coffees and teas allows even our most discerning customers the high level of service they expect when making web purchases," stated Tracy Sinclair, Senior Brand Manager *Gevalia* eCommerce. "PFSweb brings a high level of eCommerce experience that is enabling us to quickly advance our online presence and improve communications with our growing customer base."

"Our *Tassimo* eCommerce site offers customers a single, easy-to-navigate destination for a broad selection of brewers and t-disc brands of coffee hot chocolate and teas. This one-stop shopping experience provides our customers an even easier way to enjoy a perfect cup of coffee with *Tassimo*," stated Tiphonie Moranta, Senior Brand Manager, *Tassimo*. "The unique atmosphere that PFSweb has helped develop into our eCommerce solution reflects the superior qualities of the *Tassimo* brand, one of the fastest growing single serve beverage brands in North America."

"We are excited to be partnering with Kraft in supporting their eCommerce sites for *Gevalia* and *Tassimo*. These two programs highlight our proven ability to develop and support customized eCommerce solutions for premium brands in a wide variety of product categories," stated Mike Willoughby, President of PFSweb. "There continues to be a strong trend among online consumers to purchase goods from a broader range of product categories, including the CPG category. As one of the leading providers of end-to-end eCommerce solutions, PFSweb is positioned to partner with manufacturers in order to support this growing demand."

About Kraft Foods Group

Kraft Foods Group, Inc. (NASDAQ: KRFT) is North America's fourth largest consumer packaged food and beverage company, with revenues of approximately \$19 billion in 2011. Newly public and independent as of Oct. 1, 2012, the new Kraft has the spirit of a startup and soul of a powerhouse. The company has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. Its iconic brands include *Kraft*, *Maxwell House*, *Oscar Mayer*, *Planters* and *JELL-O*. Kraft's 25,000 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft is a member of the Standard & Poor's 500 index. For more information, visit www.kraftfoodsgroup.com and www.facebook.com/kraft.

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>.

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