



December 5, 2013

## **DELSEY Launches U.S. Direct-to-Consumer Site Using PFSweb's End2End eCommerce(R) Solution**

### **Site Marks DELSEY's First Direct-to-Consumer Online Presence in the U.S.**

ALLEN, Texas, Dec. 5, 2013 /PRNewswire/ -- **PFSweb, Inc. (NASDAQ: PFSW)**, an international provider of end-to-end eCommerce solutions, today announced that it has launched a direct-to-consumer eCommerce solution in the United States for DELSEY, a French maker of high-end luggage. The end-to-end solution (<http://shop.delsey.us>), which went live in November, marks DELSEY's first direct-to-consumer eCommerce presence in the United States. In connection with the U.S. site, PFSweb also developed a global content site in eight languages for DELSEY. Plans call for PFSweb to expand DELSEY's eCommerce solution in numerous countries around the world in the first quarter of 2014.

(Logo: <http://photos.prnewswire.com/prnh/20130919/NY82414LOGO>)

In addition to launching the sites on the Demandware Commerce platform, PFSweb is providing order fulfillment, customer care (including iCommerce Agent(SM)), payment processing, fraud management, order management, product merchandising, SEO, web analytics and email marketing services.

"The launch of these two new sites marks an important step in building our direct-to-consumer channel," said Guenther Trieb, Group CEO of DELSEY. "We turned to PFSweb to assist us in this very important part of our growth strategy because of the Company's track record in helping its clients develop first-class shopping experiences that enhance brand loyalty. We are confident these new sites will provide a highly interactive, user-friendly way for consumers to buy our line of elegant and durable luggage."

"We are very excited to announce the addition of another luxury goods manufacturer to the growing portfolio of brands leveraging our end-to-end eCommerce solution," said Mike Willoughby, CEO of PFSweb. "The fact that leading brands are increasingly turning to PFSweb reflects the quality of our offering and the value we add to organizations looking to maximize their presence in the rapidly growing eCommerce arena."

### **About PFSweb, Inc.**

PFSweb is engaged by iconic brands to enable and manage customized eCommerce and omni-channel commerce initiatives. PFSweb's iCommerce Hub(SM) technology ecosystem offers retailers a multi-channel order management system that allows partner/client data integration and international payment processing. PFSweb's iCommerce Agency Services(SM) provides interactive marketing services, eCommerce web site development and support services, IT development services, product content management, customer intelligence and relationship and account management services. PFSweb's iCommerce Centers of Excellence(SM) provides global fulfillment and logistics, high-touch customer care and client financial services.

Together, PFSweb's iCommerce Solutions allow for international reach and expertise in both direct-to-consumer and business-to-business initiatives. PFSweb supports organizations across multiple industries including Procter & Gamble, L'Oreal, LEGO,

Columbia Sportswear, Sorel, Carter's, AAFES, Riverbed, Ricoh, Hawker Beechcraft Corp, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, BCBGENERATION, HERVE LEGER BY MAX AZRIA, The TJX Companies, Inc., T.J. Maxx, and the United States Mint. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Canada, Belgium, and the Philippines.

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

### About DELSEY

An iconic brand, DELSEY is a French company and a creator of baggage since 1946. For more than 65 years DELSEY has offered consumers cases which bring together quality and audacious design. DELSEY creates ingenious baggage designed to accompany travelers wherever they go and to adapt to all types of journey, both professional and personal. Its strength grounded in its expertise, the brand is behind numerous innovations recognized by important awards in the design world. DELSEY brings together style and functionality to create products that reflects the personality of each consumer. Today DELSEY is present in 5 continents and in more than 110 countries. A DELSEY bag is sold every 10 seconds

To find out more about DELSEY, visit the company's website at <http://www.delsey.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, 2012 and Quarterly Report on Form 10-Q for the three and nine months ended September 30, 2013 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 of the Company 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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