



November 23, 2012

PANDORA Selects PFSweb's End2End eCommerce® Platform for UK e-Commerce Solution

PFSweb, Inc. (Nasdaq: PFSW), an international provider of end-to-end e-commerce solutions, today announced that it has signed an agreement with PANDORA, a world-leading international jewelry company, to provide online direct-to-consumer support services in the UK.

PANDORA selected PFSweb to provide a custom e-commerce solution with interactive marketing services including creative design and web analytics; payment processing; order fulfillment and distribution logistics management services; and high-touch customer care in multiple languages from PFSweb's facility in Liege, Belgium. The UK e-commerce solution officially launched November 22, 2012.

"We are excited to add another high-end brand to our ever-expanding portfolio of brands that utilize our Global End2End e-Commerce platform," said Mike Willoughby, President of PFSweb, Inc. "Leading consumer brands in Europe and throughout the world continue to turn to PFSweb to provide them with highly-customized e-commerce programs that allow them to enhance the shopping experience for their customers."

About PFSweb

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, 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. (NASDAQ: PFSW), visit the company's websites at www.pfsweurope.com or www.pfsweb.com.

About PANDORA

PANDORA designs, manufactures and markets hand-finished and modern jewelry made from genuine materials at affordable prices. PANDORA jewelry is sold in more than 65 countries on six continents through approximately 10,000 points of sale, including more than 800 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 6,000 people worldwide of whom 4,000 are located in Gemopolis, Thailand, where the company manufactures its jewelry. PANDORA is publicly listed on the NASDAQ OMX Copenhagen stock exchange in Denmark. In 2011, PANDORA's total revenue was DKK 6.7 billion (approximately EUR 893 million). For more information, please visit www.pandoragroup.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 nine months ended September 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.