



April 25, 2012

## **Elizabeth Arden Launches Web Commerce Site Utilizing PFSweb's End2End eCommerce® Platform**

**PFSweb, Inc. (Nasdaq: PFSW)**, an international provider of end-to-end eCommerce solutions, today announced that it has signed an agreement with Elizabeth Arden, Inc, a global prestige beauty products company, to redesign and provide ongoing support for the direct-to-consumer eCommerce site, [www.elizabetharden.com](http://www.elizabetharden.com), in the United States. The redesigned Elizabeth Arden eCommerce site was launched on March 28, 2012.

Under the agreement, PFSweb launched the redesigned eCommerce site for all products under the Elizabeth Arden brand name, which includes Elizabeth Arden skin care, makeup and fragrance beauty products. Visitors to the redesigned site ([www.elizabetharden.com](http://www.elizabetharden.com)) will discover a modern look with enhanced usability, increased product and brand content, intuitive navigation and an improved shopping experience.

"The redesigned Elizabeth Arden site supported by PFSweb's End2End eCommerce® platform will provide a richer customer experience that is flexible, personalized, social and educational. The website's presentation combined with proven functionality will provide an improved path to purchase and brand experience for our customers," said Claudia Ossa, VP, Global eCommerce. "We chose PFSweb for their expertise and capabilities in the global commerce marketplace, and their proven ability to support a complete end-to-end prestige customer experience."

"We are excited to add another prestigious brand to our portfolio of fragrance and beauty brands that utilize our End2End eCommerce platform. PFSweb is proud to work with Elizabeth Arden, Inc. in redesigning and expanding the reach of its online presence within the U.S. This agreement highlights our continued success in the very important fragrance and beauty category and at the same time, combined with other recent wins in other categories, reinforces our ability to provide highly customized programs to enhance the customer experience in any industry," said Mike Willoughby, President of PFSweb, Inc.

### **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, 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 website at <http://www.PFSweb.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 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 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.*