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Gerber Childrenswear Unveils Updated E-Commerce Website Utilizing PFSweb's End2End eCommerce[™] Solution

PLANO, TX, March 07, 2012 - PFSweb, Inc. (Nasdaq: PFSW), ✓ Gerber Childrenswear LLC today unveiled its updated e-commerce website at Gerberchildrenswear.com. Completely redesigned utilizing PFSweb's (NASDAQ: PFSW) End2End eCommerce[™] solution, the re-formatted Gerberchildrenswear.com site captures the in-store 'Gerber brand apparel shopping experience' in a convenient, easy-to-use digital platform for its consumers.

[We are excited to offer our consumers this updated user-friendly, reliable shopping experience to purchase their everyday Gerber brand layette essentials for baby, said Gary Simmons, President and CEO of Gerber Childrenswear LLC, a leading marketer of children's apparel and related products.

Visitors to the new Gerberchildrenswear.com site will discover a fresh, updated look with playful lifestyle imagery and a design layout that provides easy navigation throughout. The updated site offers moms an expansive product offering by gender along with unique baby shower gifts, collections, best-selling items and hospital essentials as well as 'real mom' advice and must-have product lists for new moms. To celebrate the site launch, the first 1,000 consumers to place an order at Gerberchildrenswear.com will receive a FREE 'I'm a Gerber Baby Bib'.

[The Gerber brand has been trusted for more than 84 years, and we are proud that our reach continues to grow through our online community of loyal Gerber brand users. We chose PFSweb's End2End eCommerce[™] solution to support our new website because of its proven ability to implement truly customized look and feel for well-known consumer brands. Through the use of these services, we are confident our customers will enjoy a smoother, richer and much more efficient online shopping experience, Simmons said.

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. PFSweb is headquartered in Plano, 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>.

About Gerber Childrenswear LLC

Gerber Childrenswear LLC is a leading marketer of infant and toddler apparel and related products, which it offers under its flagship licensed brand Gerber, as well as the trademarked Onesies[™] brand one piece underwear. Gerber Childrenswear, an affiliate of Sun Capital, is headquartered in New York, N.Y. For more information, please visit www.gerberchildrenswear.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, 2010 and Quarterly Report on Form 10-Q for the three and nine months ended September 30, 2011 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.

SOURCE: PFSweb, Inc.

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