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PFSweb Launches Direct-to-Consumer eCommerce Solution for New Brand: em michelle phan

Launch Marks Seventh L'Oreal USA Brand to Use PFSweb's eCommerce Solution

ALLEN, Texas, Sept. 19, 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 for em michelle phan, a new cosmetic line. Created by the L'Oreal Luxe group, this digital, start-up style brand is available at emcosmetics.com.

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

With the addition of em michelle phan, PFSweb has increased the number of eCommerce solutions it has developed and supported for L'Oreal USA to seven. Other brands include Kiehl's Since 1851, Giorgio Armani Beauty, Yves St. Laurent and Lancome. PFSweb is providing a direct-to-consumer solution that includes order management, customer care, storefront merchandising, fraud management, Demandware consulting and order fulfillment services utilizing its iCommerce Centers of Excellence^(SM) in Memphis, TN and Dallas, TX.

"Since we launched our first eCommerce site with PFSweb in 2010, we have been impressed with their ability to develop a highly customized solution that meets the needs and matches the identities of our brands," said Brigitte King, SVP Direct to Consumer Business of L'Oreal USA. "An exciting addition to the L'Oreal universe, em michelle phan is a makeup brand created by a community of beauty lovers with beauty experts and YouTube sensation Michelle Phan. We are confident that utilizing PFSweb's offering will help em michelle phan build a presence in the rapidly expanding direct-to-consumer channel."

"We are very pleased to have the opportunity to participate in one of the most exciting cosmetic brand launches in recent memory," said Mike Willoughby, CEO of PFSweb, Inc. "Michelle Phan is a global phenomenon and we believe the brand that carries her name deserves an extraordinary eCommerce solution. I am delighted that L'Oreal trusts us to create and support a custom direct-to-consumer experience for em michelle phan utilizing the same service platform we are using to support the other six iconic L'Oreal brands in our portfolio."

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 Professional Service^(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 and HERVE LEGER BY MAX AZRIA. 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>.

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 six months ended June 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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