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Baby Boum Selects PFSweb to Support Its Business-to-Business Distribution throughout Europe

LIEGE, Belgium, Jun 02, 2010 (BUSINESS WIRE) --

PFSweb, Inc. (Nasdaq: PFSW), an international business process outsourcing provider of end-to-end web commerce solutions, today announced its contract with Baby Boum, a European leader of nursery products and infant apparel. Under the agreement, PFSweb will operate the logistics and distribution solution supporting Baby Boum's business-to-business channel.

The PFSweb solution, implemented in January 2010, includes fully integrated warehousing, order fulfillment, distribution, and transportation management throughout Europe from its European Headquarters, located in Liege, Belgium.

"We are excited to be working with the PFSweb team," stated Bernard Gustot, Director of Baby Boum. "We were looking for an integrated flexible solution, able to manage activity peaks typical to the apparel sector. We selected PFSweb because of their in-depth knowledge of the apparel industry and their ability to deliver a world-class solution throughout the European Union."

"We are excited to be partnering with Baby Boum and have worked closely to create a custom support structure for the logistics and distribution of their business-to-business operations." stated Martijn Duynstee, Managing Director of PFSweb Europe. "For more than a decade, we have partnered with companies looking to expand their presence throughout Europe and have dedicated resources in these markets to successfully launch programs for some of the world's largest brands."

About Baby Boum

For several years now Baby Boum has been a well known and recognized brand of baby wear and accessories. Nathalie Gubin and her husband Bernard Gustot started this success story with just two models of sleeping bags and gradually over time the range has extended to include covers, ponchos, wraps, and booties. With original and innovative designs, Baby Boum has earned its place in the market with garments that speak for themselves. The emphasis is on creative, functional products that follow the latest fashion trends, while continually adapting to new demands from the consumers and striving for the best quality!

About PFSweb Inc.

PFSweb develops and deploys comprehensive end-to-end eCommerce solutions for Fortune 1000, Global 2000 and brand name companies, including interactive marketing services, global fulfillment and logistics and high-touch customer care. The company serves a multitude of industries and company types, including such clients as P&G, Carters, LEGO, AAFES, Riverbed, InfoPrint Solutions Company (a joint venture company owned by Ricoh and International Business Machines), Hawker Beechcraft Corp., Roots Canada Ltd. and Xerox.

Through its wholly owned eCOST.com subsidiary, PFSweb also serves as a leading multi-category online discount retailer of high-quality new, "close-out" and manufacturer recertified brand-name merchandise for consumers and small to medium size business buyers. The eCOST.com brand markets approximately 275,000 different products from leading manufacturers such as Sony, Hewlett-Packard, Denon, JVC, Canon, Nikon, Panasonic, Toshiba, Microsoft, Kitchen Aid, Braun, Black & Decker, Cuisinart, Coleman, and Citizen primarily over the Internet and through direct marketing.

To find out more about PFSweb, Inc. (NASDAQ: PFSW), visit the company's websites at <http://www.pfsweb.com> and <http://www.ecost.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, 2009 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.

SOURCE: PFSweb, Inc.

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