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PFSweb Supports Successful Inaugural Release of United States Mint's Kennedy Coin

ALLEN, TX -- (Marketwired) -- 11/11/14 -- PFSweb, Inc. (NASDAQ: PFSW), a global provider of end-to-end eCommerce solutions, has announced key highlights regarding its support of the first online major coin release since the launch of the new omni-channel commerce solution for the United States Mint.

Built on the Demandware (NYSE: DWRE) Commerce Cloud platform, the new online shopping site was designed and tested to handle extreme volume spikes to support the projected demand of popular coin releases.

The highly anticipated 2014 50th Anniversary Kennedy Half-Dollar Silver Coin Collection was released on Tuesday, October 28. During the first 12 hours of the Kennedy collection release, the site handled a max of 272,000 page views per hour, processed in total over 31,000 orders with 85,000 units, and processed up to 24.9 orders per second -- the last stat of which is a PFSweb record.

"This early success of our omni-channel solution demonstrates the power of the Demandware platform to support enterprise-class order volumes while delivering a premier eCommerce customer experience. Much of our effort over the past year as we designed, developed and deployed this innovative solution onto our technology ecosystem was targeted at ensuring we could scale the entire solution including our order fulfillment infrastructure to handle these extreme order volume fluctuations," said Michael Willoughby, CEO of PFSweb. "It is very gratifying to see our efforts over the past year to provide a world-class omni-channel solution come together during this special event to deliver a superior online buying experience for customers and coin enthusiasts across the country."

About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is global provider of end-to-end eCommerce solutions including digital agency and marketing services, technology development services, business process outsourcing services and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other companies seeking to optimize every customer experience and enhance their traditional and online business channels. PFSweb supports organizations across various industries, including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Ricoh, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, T.J. Maxx, the United States Mint, and many more. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, Canada, Belgium, India and the Philippines. For more information, please visit www.pfsweb.com or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

About Demandware

Demandware, the category defining leader of enterprise cloud commerce solutions, empowers the world's leading retailers to continuously innovate in our complex, consumer-driven world. Demandware's open cloud platform provides unique benefits including seamless innovation, the LINK ecosystem of integrated best-of-breed partners, and community insight to optimize customer experiences. These advantages enable Demandware customers to lead their markets and grow faster. For more information, visit <http://www.demandware.com>, call +1-888-553-9216 or email info@demandware.com.

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