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Urban Brands Selects PFSweb to Support Marianne and Ashley Stewart Online Stores

PLANO, Texas, Jan 08, 2008 (BUSINESS WIRE) --

PFSweb, Inc. (NASDAQ: PFSW), a global provider of web commerce solutions for leading online retailers and manufacturers, today announced it has been selected by Urban Brands, a leading specialty apparel retailer and owner of the Ashley Stewart and Marianne chain of women's clothiers, to support its online stores. PFSweb will implement high-touch customer care and order fulfillment solutions for both brands as part of Urban Brands' new web commerce strategy, extending a growing brick & mortar presence to reach online shoppers. The implementation for this solution is scheduled for completion during the second quarter of 2008.

PFSweb will leverage its advanced material handling systems and web commerce enabled warehouse management and order management applications to provide a comprehensive web commerce fulfillment solution for both the Ashley Stewart and Marianne brands. PFSweb will also provide custom-tailored fashion and apparel customer care services for these two brands from the PFSweb Plano, TX customer contact center. As part of the engagement with Urban Brands, PFSweb will tightly integrate its technology platform with the Urban Brands web commerce application using the advanced web services provided by the PFSweb Entente Integration Suite.

Ashley Stewart is the leading women's specialty retailer in Urban America, which operates over 215 stores throughout the United States and the U.S. Virgin Islands. Marianne is a leading women's specialty retailer targeting Latino women, which operates over 70 stores located throughout Latin urban areas in Miami, Los Angeles and Texas, Puerto Rico and the U.S. Virgin Islands.

"We are excited to partner with PFSweb on our new e-commerce strategy, which will provide the Ashley Stewart and Marianne clothing lines an online presence," stated Jonas Shapiro, Director of e-Commerce for Urban Brands. "We selected PFSweb based on their proven experience and ability to implement direct-to-consumer supply chain solutions. PFSweb is working closely with us to ensure a seamless shopping experience for customers between our physical and online stores."

Mike Willoughby, President of PFSweb's services division, stated, "Our new client agreement with Urban Brands further entrenches us within the rapidly growing area of fashion and apparel e-retailing. We look forward to working with Urban Brands and supporting their new web commerce initiative as we help them harness the favorable online trends seen in the apparel industry. We are honored to be selected by Urban Brands and we believe the Ashley Stewart and Marianne brands are a great addition to our growing portfolio of world-class direct-to-consumer brand clients."

Known as "the brand behind the brand," PFSweb provides end-to-end web commerce solutions including professional services, technology, customer care and supply chain solutions that are custom tailored to unique client requirements. PFSweb fulfills more than \$2.6 billion annually in merchandise and transactions from world-class distribution centers in; Southaven, Miss.; Memphis, Tenn.; Grapevine, Texas; Toronto, Canada; and Liege, Belgium.

About PFSweb Inc.

PFSweb develops and deploys integrated business infrastructure solutions and fulfillment services for Fortune 1000, Global 2000 and brand name companies, including third party logistics, call center support and e-commerce services. The company serves a multitude of industries and company types, including such clients as LEGO, Riverbed, Fathead, CHiA'SSO, MARS Drinks North America (formerly FLAVIA® Beverage Systems), Hewlett-Packard, International Business Machines, Hawker Beechcraft Corp. (formerly Raytheon Aircraft Company), Rene Furterer USA, 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 technology and consumer electronics for consumers and small to medium size business buyers. The eCOST.com brand markets approximately 110,000 different products from leading manufacturers such as Sony, JVC, Canon, Hewlett-Packard, Denon, Onkyo, Garmin, Panasonic, Toshiba and Microsoft 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>.

About Urban Brands Inc.

Urban Brands Inc. is the parent company of Ashley Stewart Stores and Marianne, leading women's specialty stores across the United States, Puerto Rico and the U.S. Virgin Islands.

The matters discussed herein include forward-looking information under the Private Securities Litigation Reform Act of 1995, which 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, 2006 and Form 10-Q for the quarter ended September 30, 2007 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. These Risk Factors include the risk of contract terminations. 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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