



July 30, 2015

## **Ellen DeGeneres Partners With PFSweb to Launch New Lifestyle Branded eCommerce Website**

### **New EDbyEllen.com Lifestyle Website Features Fashion Apparel, Accessories and Home Goods Inspired by Ellen's Iconic Style, Values and Personality**

ALLEN, TX -- (Marketwired) -- 07/30/15 -- PFSweb, Inc. (NASDAQ: PFSW), a global provider of end-to-end eCommerce solutions, has been engaged by Ellen DeGeneres and her brand development team to build and deploy an end-to-end eCommerce solution for her new lifestyle brand, "ED."

While representing Ellen's initials, the brand is pronounced "Ed" and features lifestyle content along with ED-branded apparel, accessories, and home goods inspired by Ellen's unique and whimsical personality. The site [www.edbyellen.com](http://www.edbyellen.com) went live in June 2015.

"We're very excited to work with a new brand created by one of the world's most beloved and iconic personalities," said Mike Willoughby, CEO of PFSweb. "For "ED," we built a customer experience that fully reflects Ellen's passion and authenticity, as well as the witty spirit that has attracted such a large and loyal following."

PFSweb provided its full range of technology services for the design, development and support of the new eCommerce site, which was built on the Demandware (NYSE: DWRE) Commerce Cloud platform. Payment processing, fraud management, customer care, order fulfillment, and multiple digital agency services were also included to round out the end-to-end solution. LiveAreaLabs, the PFSweb Agency, was responsible for the site's design, including the development of brand-enhancing concepts and user experience.

"When selecting an eCommerce partner for our brand's launch, we realized we needed a team of professionals that could grasp the true essence of Ellen's personality and effectively translate it into an engaging and beautifully-designed eCommerce website," said Marisa Gardini, Managing Partner and CEO. "We also needed a provider that could deliver an exceptional shopping experience for Ellen's loyal followers. Among the several alternatives we explored, we chose PFSweb and LiveAreaLabs because of their successful track record in deploying a highly-customized omni-channel solution for other major lifestyle brands."

Willoughby added: "The acquisition of LiveAreaLabs last fall was instrumental to winning this engagement, as it provided us with exceptional creative design capabilities that enhanced our proposal for the end-to-end offering. The engagement with ED is a perfect example of the incremental business opportunities our newly-acquired companies have brought in a relatively short period of time."

#### **About ED**

"ED" is Ellen DeGeneres' New Lifestyle Brand designed and inspired by her iconic style, values and personality. With a passion for interior design, architecture and fashion, Ellen brings her unique vision to this beautifully designed, high quality collection of women's apparel, accessories and decorative home. The "ED" brand encourages consumers to embrace and express their own sense of style and individuality through all parts of their life.

#### **About PFSweb, Inc.**

PFSweb (NASDAQ: PFSW) is a 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, London, Munich and India. For more information, please visit [www.pfsweb.com](http://www.pfsweb.com) or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

#### **Investor Relations:**

Liolios Group, Inc.

Scott Liolios or Sean Mansouri  
Tel 1-949-574-3860  
[Email Contact](#)

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