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PFSweb Partners With ROKA Sports to Provide Omni-Channel Operations

ALLEN, TX -- (Marketwired) -- 09/15/15 -- PFSweb, Inc. (NASDAQ: PFSW), a global provider of end-to-end eCommerce solutions, has been engaged by ROKA Sports, Inc., a performance multisport brand, to provide omni-channel operations in Europe.

Professional athletes all over the world rely on ROKA, a premier multisport brand redefining both quality and innovation for those who demand the best from themselves and from their performance products. As a leading manufacturer of triathlon wetsuits and performance apparel, ROKA is the exclusive swim partner and sponsor for all U.S. IRONMAN[®] events. The company is expanding into new arenas of performance products to fill the unmet needs and meet the uncompromising demands of world-class athletes.

"This engagement is yet another example of how businesses continue to value our strong global operational capabilities," said Mike Willoughby, CEO of PFSweb. "With ROKA's recent popularity surge in Europe, we are excited to enable the company to capitalize on growing demand and enter a new geographic market with limited capital requirements."

Under the agreement, PFSweb is providing order management, multilingual customer care and international order fulfillment services to 33 countries, all in support of ROKA's European direct-to-consumer eCommerce. Orders can be placed on ROKA's global site at www.rokasports.com.

"Partnering with PFSweb significantly expands our footprint in Europe," said Rob Canales, Co-Founder and CEO of ROKA. "The process of building the next great performance brand continues at a feverish pace. We recently launched premium training swimwear and are currently pushing the limits of what is possible in training apparel. As we expand beyond triathlon products, we remain dedicated to providing the highest level of customer care and service. In order to ensure our new customers receive an exceptional shopping experience, we need a partner that can provide quality customer care in several languages, as well as a highly scalable order fulfillment offering that can handle periods of high-traffic. With PFSweb, we are confidently achieving both of these goals."

Visit www.rokasports.com to learn more about the company's expanding lines of premium performance gear, apparel and accessories. Also visit ROKA at [Facebook](#), [Twitter](#) and [Instagram](#).

About ROKA

Headquartered in Dallas, Texas, ROKA is a premium multisport brand dedicated to empowering athletes with the performance technologies they need to defy their limits and excel beyond what they thought was possible. Like the athletes it serves, ROKA believes reaching one's best is not a destination but the first step on the next journey of greatness, and the company continually strives to achieve the most innovative and highest quality products available for those who want to perform beyond their best.

ROKA was founded in 2011 by former Stanford All-American swimmers who, after being frustrated by the offering on the market, set out to make the fastest wetsuits on the planet. Success led to an array of premium innovations utilized by world-class athletes including IRONMAN[®] World Champions, and today ROKA is building on its reputation for quality, performance and unsurpassed customer experience as it expands into new product categories. The company takes pride in making a difference for athletes who respect the shared passion for performance excellence. For more information, visit www.rokasports.com.

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, Ohio, North Carolina, Canada, Belgium, London, Munich and India. For more information, please visit www.PFSweb.com or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

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