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PFSweb's Customized eCommerce Solutions Support kate spade new york's New Online Store and Mobile Website

PLANO, Texas, Mar 22, 2011 (BUSINESS WIRE) --

PFSweb, Inc. (Nasdaq: PFSW), an international provider of end-to-end e-commerce solutions, today announced that it has implemented a comprehensive, custom eCommerce solution for the new kate spade new york website launched on Wednesday, March 9th.

kate spade new york's new website combines commerce and content, inviting customers to shop or play when they land on the site. In addition to integrated content, the site will have new shopping features that better allow customers to shop the world of kate spade new york.

"We have enhanced our shopping experience with improved product photography, advanced search and streamlined checkout process. Additionally, we have rolled out a mobile site that allows our customers to shop wherever they are. We are excited about our partnership with Demandware and PFSweb, and we look forward to continuing to grow this business together," stated Suzanne Norris, Vice President of eCommerce.

The new kate spade new york online store is deployed on PFSweb's End2End eCommerce® solution featuring the Demandware eCommerce platform. kate spade new york is one of several brands included in an enterprise eCommerce services agreement with Liz Claiborne Inc. This innovative kate spade new york web site takes advantage of the eCommerce infrastructure previously deployed by PFSweb for other Liz Claiborne Inc. brands including Lucky Brand Jeans, Juicy Couture, Kensie and Monet. This agreement has been previously announced and referred to as a master agreement with a luxury goods retailer.

PFSweb's End2End eCommerce® components leveraged in support of the new site include PFSweb's eCommerce platform, order management, payment processing, high-touch customer care, customized fulfillment and certain digital marketing services. The new site features the award winning Demandware platform powering the advanced merchandizing capabilities included in the online store. The site also launched with full mobile support for smart phones, tablets and other mobile platforms. Mobile support is provided by the PFSweb-customized version of the Demandware mobile reference application.

"We are very excited to support kate spade new york in their effort to take their online customer experience to the next level. PFSweb has a well-deserved reputation for providing very high quality services to luxury brands and I'm thrilled to have kate spade new york join our family of iconic luxury brands" stated Mike Willoughby, President of PFSweb. "We believe the value proposition of our End2End eCommerce solution is heightened for clients with multiple brands hosted on our solution. The flexibility of our innovative eCommerce platform allows a brand such as kate spade new york to have a completely custom branded online store while benefitting from the economies of scale of a shared enterprise infrastructure like the solution we have deployed for Liz Claiborne Inc."

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 orders for a wide variety of product categories in vertical markets such as fashion apparel and accessories, health and beauty, consumer packaged goods and house wares from world-class distribution centers in Southaven, MS, Memphis, TN, Grapevine, TX, Markham, Ontario, Canada, and Liege, Belgium.

About kate spade new york

Crisp color, graphic prints and playful sophistication are hallmarks of kate spade new york. This iconic American brand can be seen around the world--with 37 retail shops in the United States, a thriving e-commerce business, 89 boutiques in Asia, a new flagship in Brazil and distribution in more than 400 doors worldwide. Categories include handbags, apparel, jewelry, shoes, accessories, eyewear, hosiery, tabletop, paper, fragrance and home.

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, LEGO, Carter's, Lucky Brand Jeans, Juicy Couture, Kensie, Monet, kate spade new york, AAFES, Riverbed, InfoPrint Solutions Company, Hawker Beechcraft Corp., Roots Canada Ltd. and Xerox.

To find out more about PFSweb, Inc. (NASDAQ: PFSW), visit the company's website at <http://www.pfsweb.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 and Quarterly Report on Form 10-Q for the nine months ended September 30, 2010 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. 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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