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PFSweb Adds Ninth L'Oreal USA Brand to Client Portfolio

Urban Decay to Utilize PFSweb's Direct-to-Consumer eCommerce Solution

ALLEN, TX -- (Marketwired) -- 08/05/14 -- PFSweb, Inc. (NASDAQ: PFSW), a global provider of end-to-end eCommerce solutions, has partnered with Urban Decay, a L'Oreal brand, to develop a comprehensive eCommerce solution in support of their direct-to-consumer channel.

Urban Decay was acquired by L'Oreal in 2012 and according to Wende Zomnir, Chief Creative Officer, "Urban Decay is beauty with an edge. It is feminine, dangerous and fun... appealing to anyone who relishes her individuality and dares to express it. From brazen shade names and an insane range of colors to innovative (and ultra long-lasting) products, Urban Decay has been revolutionizing the beauty industry for over 18 years. With an endless array of high-performance products that includes unique eye makeup, performance foundations, primers, and setting sprays that give makeup serious staying power, Urban Decay has always found new ways to shake up the prestige beauty world and excite beauty junkies and makeup artists alike."

"The expansion of our L'Oreal relationship highlights the success we've had in leveraging existing client relationships to drive growth," said Mike Willoughby, CEO of PFSweb. "Our highly-customizable solutions are built specifically for multi-brand enterprises like L'Oreal that require a separate identity for each individual brand. This also provides a significant benefit to L'Oreal as we can utilize the same platform and infrastructure that is already in place to support the other 8 iconic L'Oreal brands with which we have a relationship."

Under this agreement, PFSweb will provide order management, customer care, fulfillment and distribution, payment processing, fraud management, digital analytics support, and product merchandising services in the United States.

"PFSweb's expertise in beauty and cosmetics is why we have entrusted another brand to their eCommerce solutions," said Brigitte King, Senior Vice President of L'Oreal Luxe eCommerce, CRM and Digital Strategy. "Since launching our first eCommerce site with PFSweb in 2010, they have consistently executed on our tailored solutions. By utilizing their scalability, our consumers receive the same high-quality service and, most importantly, receive the same experience shopping online as they would in-store."

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, travel retail and branded retail.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing beauty with all" sets out ambitious sustainable development objectives across the Group's value chain. www.loreal.com

About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is a global business process outsourcing provider of end-to-end eCommerce solutions. The company provides these solutions and services to major brand names and other companies seeking to optimize their supply chain and enhance their traditional and online business channels, which include both direct-to-consumer and business-to-business sales 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, Canada, Belgium, 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.

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