



January 9, 2014

airweave Launches U.S. eCommerce Solution with PFSweb

Luxury Japanese brand is the first client contract from the transcocosmos strategic relationship

ALLEN, Texas, Jan. 9, 2014 /PRNewswire/ -- **PFSweb, Inc. (NASDAQ: PFSW)**, an international provider of end-to-end eCommerce solutions, has launched a new direct-to-consumer eCommerce solution in the United States for airweave, a luxury Japanese brand specializing in high quality mattress products.

(Logo: <http://photos.prnewswire.com/prnh/20130919/NY82414LOGO>)

PFSweb worked with transcocosmos inc. ("transcocosmos") to secure the contract as part of their strategic relationship announced in May 2013. PFSweb and transcocosmos continue to work together to identify and develop opportunities to help Asian based brands take advantage of the eCommerce growth in the U.S., Canada and Western Europe markets.

"We are very excited to announce that airweave has chosen PFSweb to begin its eCommerce journey in the U.S.," said Mike Willoughby, CEO of PFSweb. "Our quick-launch solution is targeted to provide an innovative and easy way for middle market brands and retailers to grow their eCommerce business. This contract validates our commitment, alongside transcocosmos, to open the gateway for Asian brands to explore the North American and European markets with an eCommerce offering designed for their needs."

PFSweb is providing a complete end-to-end eCommerce solution, including the PFSweb iCommerce Hub^(SM) technology ecosystem featuring the Demandware Commerce platform, iCommerce Agent^(SM) customer care portal as well as client data integration, payment processing, and business intelligence reporting. Additionally, airweave is supported with distribution logistics management services, web site sales returns processing services, customer care services and fraud management utilizing PFSweb iCommerce Centers of Excellence^(SM) in Memphis, TN and Dallas, TX. PFSweb is also providing a wide range of iCommerce Agency Services^(SM) including experience design, eCommerce development, SEO, product merchandising, and web analytics.

About PFSweb, Inc.

PFSweb is engaged by iconic brands to enable and manage customized eCommerce and omni-channel commerce initiatives. PFSweb's iCommerce Hub^(SM) technology ecosystem offers retailers a multi-channel order management system that allows partner/client data integration and international payment processing. PFSweb's iCommerce Agency Services^(SM) provides interactive marketing services, eCommerce web site development and support services, IT development services, product content management, customer intelligence and relationship and account management services. PFSweb's iCommerce Centers of Excellence^(SM) provides global fulfillment and logistics, high-touch customer care and client financial services.

Together, PFSweb's iCommerce Solutions allow for international reach and expertise in both direct-to-consumer and business-

to-business initiatives. PFSweb supports organizations across multiple industries including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Sorel, Carter's, AAFES, Riverbed, Ricoh, Hawker Beechcraft Corp, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, BCBGENERATION, HERVE LEGER BY MAX AZRIA, The TJX Companies, Inc., T.J. Maxx, and the United States Mint. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Canada, Belgium, and the Philippines.

To find out more about PFSweb (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, 2012 and Quarterly Report on Form 10-Q for the three and nine months ended September 30, 2013 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 of the Company 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.

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