

Carter's Inc. Selects PFSweb to Launch End-to-End eCommerce Solutions for Carter's and OshKosh B'Gosh

April 7, 2010 9:57 AM ET

Solution incorporates universal shopping cart for convenient multiple brand shopping experience

PFSweb, Inc. (Nasdaq: PFSW), an international business process outsourcing provider of end-to-end eCommerce solutions, today announced that they have signed a three-year web commerce services agreement with Carter's, Inc. (NYSE:CRI), the largest brand marketer in the United States of apparel exclusively for babies and young children.

Under the agreement, PFSweb launched a customized eCommerce solution utilizing *PFSweb's End2End eCommerce®* platform including an innovative multi-brand web store, high-touch customer care, fully branded order fulfillment and comprehensive financial transaction management to support the Carter's and OshKosh B'Gosh brands' direct to consumer (DTC) initiatives. PFSweb also provides Interactive Marketing Services to support Carter's e-mail marketing campaigns.

The new storefront, deployed March 24, 2010, includes robust Demandware merchandising capabilities that empowers each brand's marketing team with the tools to drive continual innovation, quality brand interactions and growth. The End2End eCommerce platform also incorporates a universal shopping cart, allowing customers to shop both Carter's and OshKosh B'Gosh online stores, with one shopping cart and a single shipping rate.

"We chose to partner with PFSweb to support our Carter's and OshKosh B'Gosh brands' eCommerce needs because of its technology platform and demonstrated capabilities in helping leading brands meet their online retail goals. Our relationship with PFSweb provides us with a single partner to help us operate our entire eCommerce channel," said Kemper Seay, Director eCommerce, Carter's Inc. "Through this engagement, we are able to leverage PFSweb's technology platform and eCommerce expertise to ensure our online presence reflects the strength of our brands."

Mike Willoughby, President of PFSweb's services division, commented, "We are excited to add Carter's and OshKosh B'Gosh to our portfolio of supported brands. We are proud of the innovative multi-brand web store we have deployed and we are committed to turning each customer interaction into an opportunity to delight the Carter's customer and bolster customer loyalty for both brands. We believe this DTC initiative is a great opportunity for Carter's to grow their overall retail sales and capture market share and we are honored to be selected as their strategic partner to take them online for the first time."

About Carter's

Carter's, Inc. is the largest branded marketer in the United States of apparel exclusively for babies and young children. The Company markets the Carter's and OshKosh B'Gosh brands, two of the most recognized brands in the marketplace. These brands are sold in more than 4,000 department and national chain stores and through more than 400 Company-operated stores. The OshKosh B'Gosh brand is also sold in more than 30 countries worldwide. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

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, AAFES, Riverbed, InfoPrint Solutions Company (a joint venture company owned by Ricoh and International Business Machines), Hawker Beechcraft Corp., Roots Canada Ltd. and Xerox.

Through its wholly owned eCOST.com subsidiary, PFSweb also serves as a leading multi-category online discount retailer of high-quality new, "close-out" and manufacturer recertified brand-name merchandise for consumers and small to medium size business buyers. The eCOST.com brand markets approximately 300,000 different products from leading

manufacturers such as Sony, Hewlett-Packard, Denon, JVC, Canon, Nikon, Panasonic, Toshiba, Microsoft, Kitchen Aid, Braun, Black & Decker, Cuisinart, Coleman, and Citizen primarily over the Internet and through direct marketing.

To find out more about PFSweb, Inc. (NASDAQ: PFSW), visit the company's websites at <http://www.pfsweb.com> and <http://www.ecost.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 identifies 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.

Contacts:

PFSweb, Inc.

Laura Cornstubble, 972-881-2900 x3574

Senior Marketing Manager

lcornstubble@pfsweb.com

or

Investors:

KCSA Strategic Communications

Todd Fromer / Garth Russell

212-896-1215 / 212-896-1250

tfromer@kcsa.com / grussell@kcsa.com