

News Release

Contact:

GSI Commerce Inc.
Kelly Henry
Director, Corporate Marketing
610.491.7474
news@gsicommerce.com

Advertising Age Ranks GSI Interactive Marketing Services in Top 15 U.S. Digital Agencies According to 2010 Annual Rankings Survey

TrueAction and e-Dialog ranked among more than 900 agencies

KING OF PRUSSIA, Pa., May 20, 2010 – In its annual report of the top advertising agencies by revenue, Advertising Age has ranked GSI Commerce’s Interactive Marketing Services division, which includes TrueAction™ and e-Dialog, in the *Top 15 U.S. Digital Agencies* in the industry.

The 2010 Ad Age Agency Report was compiled via the Ad Age DataCenter. Based on revenue from 2009, TrueAction and e-Dialog were ranked among more than 900 advertising, marketing-services and digital media agencies. The report appeared in both Ad Age’s print edition and on AdAge.com.

“It is a great honor for TrueAction and e-Dialog to be ranked among the top digital agencies in the U.S.,” said Chris Saridakis, chief executive officer of GSI’s Interactive Marketing Services Segment. “This is an indication of the level of quality and commitment that brands and retailers can expect from our interactive marketing services businesses. Our growth is rooted in the partnerships we form with clients, our technology-driven marketing services, and the tireless efforts of our employees to drive measurable results. We’re very proud of this achievement.”

“GSI’s full suite of marketing services, through TrueAction’s marketing and design services and e-Dialog’s e-mail technology, has enabled us to create an online destination that effectively engages our fans and keeps them coming back,” said Josh Feinstein, NFL Direct Marketing Manager. “We are able to leverage what we are doing on NFLShop.com and provide relevant, consistent messages across all channels. TrueAction and e-Dialog have helped us successfully reach our fan base and grow our brand online.”

The Interactive Marketing Services segment contributed annual revenue of \$127.6 million in 2009, up from \$26.9 million in 2007, and has approximately 800 employees. In addition, Ad Age has ranked TrueAction and e-Dialog in two other categories, including *Top U.S. CRM/Direct Marketing Agencies* and *Top U.S. Agencies from All Disciplines*.

About TrueAction

TrueAction™ (<http://www.TrueAction.com>) is a full-service digital agency focused on creating experiences that drive consumer actions. More than 50 of the world’s leading brands and retailers rely on TrueAction to deliver effective digital solutions through a deep understanding of strategy, usability,

design, media, and photography. TrueAction, with offices in New York; San Jose, Calif.; and King of Prussia, Pa., is a GSI Commerce company.

About e-Dialog

e-Dialog (www.e-dialog.com) empowers many of the world's most recognized brands to meaningfully connect with customers via e-mail, social networks, mobile devices, e-commerce and at the point of sale. e-Dialog's multichannel suite gives marketers direct access to timely customer insight that drives targeted and opportunity-rich consumer dialogs. e-Dialog is a wholly owned subsidiary of GSI Commerce Inc.

About GSI Commerce

GSI Commerce® (Nasdaq: GSIC) is a leading provider of services that enable e-commerce, multichannel retailing and interactive marketing for large, business-to-consumer (b2c) enterprises in the U.S. and internationally. GSI delivers customized solutions through an e-commerce platform, which is comprised of technology, fulfillment and customer care and is available on a modular basis or as part of an integrated, end-to-end solution. The company offers a full suite of interactive marketing services through two divisions, TrueAction™ and e-Dialog. Additionally, GSI provides brands and retailers a platform for online private sales through RueLaLa.com.

Forward-Looking Statements

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements to be made during the presentation, including those in the tape recording, live audio and live Webcast of the presentation, other than statements of historical fact, are or will be forward-looking statements. Actual results might differ materially from what is expressed or implied by these forward-looking statements. Additional information about potential factors that could affect GSI Commerce can be found in its most recent Form 10-K, Form 10-Q and other reports and statements filed by GSI Commerce with the SEC. GSI Commerce expressly disclaims any intent or obligation to update these forward-looking statements.

###