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Building Brands Through Digital Innovation

Fiona Dias of GSI Commerce to Present at RAMA and Shop.org's 2010 Retail Innovation and Marketing Conference

KING OF PRUSSIA, Pa., Mar. 1, 2010 – Fiona Dias, executive vice president of strategy and marketing for GSI Commerce Inc. (Nasdaq: GSIC), will help marketing and e-commerce leaders understand how to leverage the Internet to build brands and drive revenues, when she presents at the National Retail Federation's Retail Innovation and Marketing Conference in San Francisco, Calif., on Mar. 3, at 1:15 p.m. PST. The event is powered by two NRF divisions: the Retail Advertising and Marketing Association and Shop.org.

In her current role at GSI, the leading provider of e-commerce and multichannel solutions to top retailers and brands, Fiona advises clients on how to best utilize their digital platforms to stay ahead of the pack. She will use insights gleaned in this role to deliver a presentation highlighting novel campaigns that incorporated mobile and multichannel marketing, as well as social media.

“In a time when many CMOs don't make it through their second year on the job, it is imperative that marketers and e-commerce leaders embrace the digital revolution or be left behind in the race to grab consumers' loyalty and dollars,” Dias said. “By sharing examples of the some of the most recent innovative marketing campaigns in the digital space, I hope that attendees will leave my session inspired to get out there and start innovating for their own brands.”

The Retail Innovation & Marketing Conference, Mar. 2 to 4 in San Francisco, will bring together traditional and digital retail marketing and e-commerce experts to discuss the hottest trends in retail. Topics at this year's event will include social media, mobile retail, reaching the new customer, and cross-channel marketing. For more information, visit www.nrf.com/innovate10.

About GSI Commerce

GSI Commerce[®] 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. We deliver 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. We offer a full suite of interactive marketing services through two divisions, TrueAction[™] and e-Dialog. Additionally, we provide brands and retailers a platform for online private sales through RueLaLa.com, and an online, off-price marketplace, SmartBargains.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 made in this release, other than statements of historical fact, are 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.

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