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GSI Commerce and Keurig Extend Multiyear E-Commerce Agreement

Extended Contract Renews and Expands Customer Care Services for Leader in Gourmet Coffee Brewing

KING OF PRUSSIA, Pa., June 14, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), a leading provider of e-commerce and interactive marketing solutions, today announced it has signed a multiyear extension with Keurig, Incorporated, a leading manufacturer of coffee brewing systems. Under the agreement, which runs to 2013, GSI will continue to provide Keurig with customer care services and will expand the scope of these services to address additional levels of customer interaction, including escalation services. Keurig is a wholly owned subsidiary of Green Mountain Coffee Roasters, Inc. (Nasdaq: GMCR) and a leader in gourmet coffee brewing both at home and at the office.

“Keurig’s goal is to consistently deliver a consumer experience that exceeds expectations at every touch point. Using GSI’s services has helped us reach this goal,” said John Whoriskey, vice president and general manager of Keurig At Home Division. “They are a fully engaged partner with the strategic capability and dedication to help us drive repeat business and increase brand loyalty. We are very pleased to extend and deepen our partnership with GSI.”

Keurig has been a GSI client since 2003. Keurig.com recently ranked number six in consumer satisfaction in the ForeSee Results Top 100 Online Retail Satisfaction Index, which measures visitor satisfaction with the top 100 online retailers by sales volume. According to the annual study, a highly satisfied online shopper is 73 percent more likely to purchase from that retailer online, 47 percent more likely to purchase offline, and 72 percent more likely to recommend a retailer’s site and products.*

“Keurig is on a strong growth trajectory and GSI is proud to provide frontline support to their ongoing success,” said Scott Hardy, executive vice president of business management for GSI. “Quality customer service plays a critical role in the success of e-commerce businesses. We look forward to continuing to provide Keurig with the right resources and technology to help run their business smoothly and delight their customers.”

About Keurig and Green Mountain Coffee Roasters, Inc.

Keurig, Incorporated, a wholly-owned subsidiary of Green Mountain Coffee Roasters, Inc., is a pioneer and leading manufacturer of single-cup brewing systems. Keurig's proprietary brewing system combines a pressurized hot water brewer with multiple varieties of K-Cup® portion packs, which feature a patented design that preserves the freshness of gourmet coffee and tea. Through licensing agreements, Keurig offers more than 200 varieties of premium branded coffees and teas in K-Cups. More than 3 billion cups of Keurig Brewed® coffee and tea have been enjoyed since 1998. For more information, please visit www.keurig.com or call 888-CUP-BREW.

*“Spring 2010 Top 100 Online Retail Index,” ForeSee Results. Survey respondents included 23,400 visitors during a two-week period in February 2010 to the top 100 online retail sites (according to 2009 sales volume as reported in the *2010 Internet Retailer Top 500 Guide*).

As a leader in the specialty coffee industry, Green Mountain Coffee Roasters, Inc. is recognized for its award winning coffees, innovative brewing technology, and socially responsible business practices. GMCR's operations are managed through two business units. The Specialty Coffee business unit produces coffee, tea and hot cocoa from its family of brands, including Tully's Coffee® , Green Mountain Coffee® , Newman's Own® Organics coffee and Timothy's World Coffee® . The Keurig business unit is a pioneer and leading manufacturer of gourmet single-cup brewing systems. K-Cup® portion packs for Keurig® Single-Cup Brewers are produced by a variety of licensed roasters, including Green Mountain Coffee, Tully's Coffee and Timothy's. GMCR supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in Fair Trade Certified™ coffee, and donating at least five percent of its pre-tax profits to social and environmental projects. Visit www.gmcr.com for more information.

GMCR routinely posts information that may be of importance to investors in the Investor Relations section of its web site, including news releases and its complete financial statements, as filed with the SEC. GMCR encourages investors to consult this section of its web site regularly for important information and news. Additionally, by subscribing to GMCR's automatic email news release delivery, individuals can receive news directly from GMCR as it is released.

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.

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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