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GSI Commerce and the NFL Extend E-Commerce Partnership with New Multiyear Agreement

Record-Breaking Successes and Winning Multichannel Strategy Mark the Long-Term Partnership

KING OF PRUSSIA, Pa., and NEW YORK, Feb. 25, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), the leading provider of e-commerce and interactive marketing solutions, and the National Football League (NFL) today announced they have signed a new multiyear extension to their e-commerce agreement. Under the agreement, which runs to 2014, GSI will continue to provide the NFL's online store, www.NFLShop.com, with e-commerce technology, merchandising, fulfillment, customer care solutions and catalog services.

"GSI's expertise and innovation have been instrumental in helping NFLShop become the online shopping destination for our fans," said Eric Grubman, executive vice president of NFL Ventures and Business Operations. "We are pleased to extend our partnership and look forward to continued growth of NFLShop."

"Working with a premier brand such as the NFL has been rewarding and exciting for GSI," said Bob Liewald, executive vice president of merchandising operations for GSI. "Since 2006, the NFL has been a proactive partner that has been very receptive to innovative ideas aimed at attracting fans and enhancing their online brand experience. We're proud to have the NFL as a client and to be able to help them increase the scale and success of the NFLShop."

Since the beginning of their partnership in 2006, GSI and NFL have broken a number of NFL online sales records and collaborated on numerous multichannel accomplishments, including:

- Online sales records
 - Set the single-day sales record for the most NFL jerseys sold online, with more than 9,000 customized jerseys sold as part of a multichannel effort with QVC (Sept. 2007)
 - Set multiple records for the most player-specific NFL jerseys sold online in a single day
- Multichannel growth
 - Achieved a successful alliance created between GSI, the NFL and QVC, one of the largest multimedia retailers in the world, to make QVC the official television retailer for NFL-licensed products. The agreement also established GSI as the exclusive provider of NFL-licensed products to QVC.
- Growth in product customization
 - GSI enhanced its "design-your-own" product customization capabilities to support the wishes of the NFL and its fans, resulting in meaningful increases in personalized apparel items and jerseys.
- Enhanced merchandising
 - Significantly increased the online assortment of licensed NFL products, enabling the store to offer a wide variety of products from all 32 NFL teams including authentic, replica and customized

- team and player jerseys, home furnishings, office accessories, collectibles, tailgating products, DVDs and other fan gear
- Increased catalog business
 - Drove additional licensed product sales through the more than nine million catalogs that GSI mails to NFL fans annually

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.