



News Release

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GSI Commerce Appoints Online Ad Veteran Stephen Denton as President of GSI Media, Inc.

Business unit created with vision of combining leading media networks under one roof

KING OF PRUSSIA, Pa., April 20, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), the leading provider of e-commerce and multichannel solutions, today announced that Stephen Denton has joined the company as president of GSI Media, Inc., where he will oversee the operations and strategic direction of the company. The Pepperjam affiliate network, acquired by GSI last year, will operate under the GSI Media brand. GSI Media is a separate business unit of TrueAction™, GSI's digital design and marketing agency, reporting to Nick Pahade, president of TrueAction and CEO of GSI Media.

"GSI Media, Inc. was created during the acquisition of the Pepperjam affiliate network with the goal of combining leading media networks under one roof to drive optimal value for clients," said Pahade. "Steve is one of the most respected and experienced leaders in the affiliate marketing and ad network industry. The affiliate network can drive significant traffic for our clients and hiring Steve is proof positive of our seriousness and vision to grow the network over time, financially and geographically. We feel very fortunate to have Steve join our team."

As president of GSI Media, Denton will lead and manage the company's affiliate network, Pepperjam, as well as shape and drive the direction of the overall GSI Media business unit. In 2009, GSI Commerce acquired the Pepperjam affiliate marketing network to expand the breadth and depth of TrueAction's marketing services capabilities. Since the acquisition, several of GSI clients, including Modell's and Shop.NHL.com, have successfully transitioned over to the Pepperjam affiliate network.

"Leveraging top tier marketing services is critical to online success, and GSI Media will represent the opportunity to coordinate GSI's current network, Pepperjam, with other media networks in the future," said Denton. "GSI offers clients a unique end-to-end e-commerce solution, and I'm excited for the opportunity to provide clients with a performance-based media network that is aligned with their brand and e-commerce goals."

Denton has over 11 years of digital media experience and 20 years of successfully leading sales and marketing teams. Prior to joining GSI Media, Denton helped clients manage and monetize cross media marketing solutions as senior vice president of Cross Commerce Media. Prior to Cross Commerce Media, Denton was president at Linkshare Corporation, a leading performance marketing network provider, where he was responsible for all client facing operations including sales, merchant services, affiliate development, search, and marketing. Denton also served in key leadership roles at FedEx Corporate Services, The Times-Mirror Company, and PepsiCo.

As part of the transition, Pepperjam founder, Kristopher B. Jones, will be leaving the organization to pursue other opportunities but has agreed to continue to act as an advisor to the company for a period of time. "Kris has made great contributions to the affiliate industry and to the success of Pepperjam. We wish him the best of luck in his future endeavors," said Pahade.

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.

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.

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. The words “anticipate,” “believe,” “estimate,” “expect,” “intend,” “may,” “plan,” “will,” “would,” “should,” “guidance,” “potential,” “opportunity,” “continue,” “project,” “forecast,” “confident,” “prospects,” “schedule” and similar expressions typically are used to identify forward-looking statements. Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about the business of GSI Commerce. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or implied by these forward-looking statements. Factors which may affect GSI Commerce's business, financial condition and operating results include the effects of changes in the economy, consumer spending, the financial markets and the industries in which GSI Commerce and its clients operate, changes affecting the Internet and e-commerce, the ability of GSI Commerce to develop and maintain relationships with strategic partners and suppliers and the timing of its establishment, extension or termination of its relationships with clients, the ability of GSI Commerce to timely and successfully develop, maintain and protect its technology, confidential and proprietary information, and product and service offerings and execute operationally, the ability of GSI Commerce to attract and retain qualified personnel, and the ability of GSI Commerce to successfully integrate its acquisitions of other businesses and the performance of acquired businesses. More 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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