



News Release

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GSI Commerce Appoints Scott Proctor Chief Technology Officer and Head of Quality for Global Marketing Services Division

Proctor to Oversee Operational Excellence and Quality Across Business Units

KING OF PRUSSIA, Pa., Aug. 11, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), a leading provider of e-commerce and interactive marketing solutions, today announced Scott Proctor has joined the company as chief technology officer and head of quality for its Global Marketing Services division. In this newly developed role, Proctor will lead operational excellence and quality initiatives across the companies that comprise the division, as well as help shape and execute the division’s growth strategies.

Since announcing marketing services as a key initiative in 2007, the division has emerged as an important contributor, fueled by strong organic growth and the acquisitions of e-Dialog, Silverlign, Pepperjam, MBS, M3 Mobile Marketing and, most recently, retargeting technology provider FetchBack Inc. The Global Marketing Services division contributed annual revenue of \$127.6 million in 2009, up from \$26.9 million in 2007, and has approximately 950 employees.

“Scott’s extensive experience in information technology, finance and operations will be invaluable to us as we continue to expand and strengthen our services by providing quality, integrated solutions,” said Chris Saridakis, chief executive officer of GSI’s Global Marketing Services division. “Under Scott’s guidance, we will focus on integrating the core platforms and technologies across GSI’s interactive marketing solutions to maximize value for our clients. Scott’s successful global track record of building relationships and efficiencies across functions and geographies will help further position us as a global leader in end-to-end marketing services.”

“The division’s expansion and acquisitions over the past few months has created a greater focus on providing quality solutions that will drive more business for our clients,” said Proctor. “I am excited to be a part of this growing organization and look forward to contributing to its ongoing success.”

Proctor joins GSI from Integrated Services, where he served as managing member and led global information technology due diligence and operational improvement efforts for mergers and acquisitions. Prior to Integrated Services, he was executive director of solutions delivery for AstraZeneca Pharmaceuticals, and was chief information officer for General Electric Healthcare Life Sciences based in Sweden, where he led digitization strategy and ensured operational excellence, quality and compliance across various systems. Proctor has also held key leadership roles across the financial services and life sciences fields, and is the author of a best-selling finance book.

Proctor will report directly to Saridakis.

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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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