

Contact:

Media
Kelly Henry
Director, Corporate Marketing
610.491.7474
news@gsicommerce.com

Investors
Steve Somers, CFA
Sr. Director, Corporate Development
610.491.7068
ir@gsicommerce.com

GSI Commerce Appoints William Mills Vice President Corporate Development for Global Marketing Services Division

Digital Marketing Veteran to Lead Growth Opportunities for Newly Formed Division

KING OF PRUSSIA, Pa., June 21, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), a leading provider of e-commerce and interactive marketing solutions, today announced Bill Mills has joined the company as vice president of corporate development for its Global Marketing Services division. In this newly developed role, Mills will lead the merger and acquisition activities for its marketing services segment, including post-acquisition integration operations, and will help execute the company’s marketing services growth strategy.

Since announcing marketing services as a key initiative in 2007, the segment 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 marketing services segment contributed annual revenue of \$127.6 million in 2009, up from \$26.9 million in 2007, and has approximately 950 employees.

“Bill’s extensive experience leading M&A activities in the media and digital segments will be a valuable asset to GSI as we continue to seek opportunities to expand and strengthen our services,” said Chris Saridakis, chief executive officer of GSI’s Marketing Services division. “With our existing offerings and expanding capabilities, we’re well positioned to become a global leader in end-to-end marketing services, addressing all aspects of interactive marketing with a level of sophistication GSI clients have come to expect. We will remain focused on maximizing value to our clients by integrating core platforms and technologies across GSI assets. I look forward to Bill’s leadership in managing this growth efficiently.”

“With consumers spending increasing amounts of time online — and marketing dollars following them — GSI’s opportunities for continued growth of its interactive marketing services are extensive,” said Mills. “I look forward to leveraging my experience evaluating strategic opportunities and leading operational integration to ensure seamless transitions for clients while identifying solutions that are relevant to their marketing needs.”

Mills has more than 20 years corporate development experience with both large and entrepreneurial companies and has led more than 80 transactions. He joins GSI from Forbes Media, where he served as senior vice president of corporate development since 2007. Prior to Forbes Media, Mills was chief executive officer and chief financial officer of Zingy Inc., and was vice president of corporate development for DoubleClick Inc. where he led all worldwide acquisitions, strategic alliances and investments. He has also held senior management positions in the investment banking firms Salomon Brothers and Bear, Stearns & Co. Inc.

Mills joined GSI in May and reports to Saridakis.

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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