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GSI Commerce Selects Chris Saridakis as Chief Executive Officer of Marketing Services Segment

Marketing services visionary to lead in newly formed chief executive role; Positions GSI to capture key growth opportunity

KING OF PRUSSIA, Pa., April 14, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), the leading provider of e-commerce and interactive marketing solutions, today announced that Chris Saridakis has been appointed as chief executive officer of the company's Marketing Services segment. In this capacity, Saridakis will oversee GSI's existing marketing services businesses, e-Dialog and TrueAction, and will execute the company's overall marketing services growth strategy, including the addition of new business lines, geographic expansion and further acquisitions.

Since announcing marketing services as a growth initiative in 2007, the segment has emerged as an important contributor to GSI's growth and profitability, fueled by strong organic growth and the acquisitions of e-Dialog, Silverlign and Pepperjam. The Marketing Services segment contributed annual revenue of \$127.6 million in 2009, up from \$26.9 million in 2007, and has approximately 800 employees.

Saridakis joins GSI from Gannett Co., Inc., a leading news and information service, where he served as senior vice president and chief digital officer since 2008 and head of Gannet Marketing Services. Prior to his role with Gannett, Saridakis was CEO of PointRoll, and helped build the company into the leader in rich media, serving the world's top creative and media ad agencies. Previous to PointRoll, Saridakis served as senior vice president and general manager of DoubleClick's Global TechSolution division, during which time he expanded the company's global footprint.

"Marketing services represents a tremendous opportunity for GSI with the dramatic shift of marketing dollars moving from traditional channels to online. Given the enormous void that currently exists in the online industry for an end-to-end marketing services company, I am looking forward to having Chris build this segment into the global leader in the space," said Michael G. Rubin, founder and CEO of GSI. "Our e-commerce clients – and the industry as a whole – are becoming more sophisticated when it comes to interactive marketing. With the addition of Chris leading this segment, our clients can expect to gain further benefits from our cutting-edge, effective and measurable marketing solutions."

"We are in the midst of a shift in consumer behavior, with people spending more time than ever online," said Saridakis. "GSI is uniquely suited to lead the industry in responding to this shift by developing innovative marketing products on a global scale, including emerging areas such as mobile, social and data-driven products and services. Working with Michael Rubin and the rest of the GSI team is a fantastic opportunity for me to bring new marketing solutions to GSI clients—who are some of the leading brands in the world."

Saridakis will officially join GSI on May 17, 2010, and report directly to Rubin.

About GSI Commerce

GSI Commerce[®] is the 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.

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