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GSI Commerce to Announce 2009 Fiscal Year and Fourth Quarter Operating Results on Feb. 10

KING OF PRUSSIA, Pa., Jan. 27, 2010 – GSI Commerce Inc. (NASDAQ: GSIC) will issue a news release announcing its 2009 fiscal year and fourth quarter operating results after the close of the financial markets on Feb. 10. The company has also scheduled a conference call at 4:45 p.m. EST that day to discuss the company's results and expectations for future performance.

Live Conference Access:

- Phone – Dial 1-888-679-8034, passcode 59181936 by 4:30 p.m. EST on Feb. 10. For quicker access to the audio conference call the day of the event, investors can pre-register for the conference call by going to:
<https://www.theconferencingservice.com/prereg/key.process?key=PX74RELQB>.
- Web – Go to <http://www.gsicommerce.com>, and click on the webcast tab provided on the home page, or go directly to <http://phx.corporate-ir.net/playerlink.zhtml?c=66459&s=wm&e=2589969>, or go to <http://www.streetevents.com>, where the conference call will be broadcast live. Please allow at least 15 minutes to register, download and install any necessary audio software.

Conference Replays:

- Web – Go to <http://www.gsicommerce.com>, and click on the Webcast tab provided on the home page, or go directly to <http://phx.corporate-ir.net/playerlink.zhtml?c=66459&s=wm&e=2589969>. Access will remain available through March 12.

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. 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 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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