



News Release

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GSI Commerce to Participate at Janney Capital Markets Consumer Conference

KING OF PRUSSIA, Pa., May 18, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), a leading provider of e-commerce solutions, today announced the company will participate in the Janney Capital Markets Consumer Conference in Boston on Wednesday, May 26, 2010. Michael G. Rubin, GSI's chairman and chief executive officer, and Ben Fischman, CEO of Rue La La, will take part in a "fireside chat" format scheduled for 11:20 a.m. EDT.

A live audio webcast of the "fireside chat" at the Janney Capital Markets Consumer Conference will be available to the public at: http://cc.talkpoint.com/jann001/052610a_rb/?entity=10_JNVFELT.

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. GSI delivers 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. The company offers a full suite of interactive marketing services through two divisions, TrueAction™ and e-Dialog. Additionally, GSI provides 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 to be made during the presentation, including those in the tape recording, live audio and live Webcast of the presentation, other than statements of historical fact, are or will be 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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