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News Release

Contact:

GSI Commerce, Inc.
Kelly Henry
Director, Corporate Marketing
610.491.7474
Fax: 610.265.2866
news@gsicommerce.com

Haggar Clothing Co.
Jon Ragsdale
SVP Marketing & Merchandising
214.956.4460
Fax: 214.956.4489
jon.ragsdale@haggar.com

Haggar Clothing Co. Launches E-Commerce Business with GSI Commerce as Its Strategic Multiyear E-Commerce Partner

New Online Business for Leading Men's Apparel Brand Provides Direct Channel for Consumers

KING OF PRUSSIA, Pa., and DALLAS, Texas, April 1, 2010 – Haggar Clothing Co., makers of the popular Haggar® brand, and GSI Commerce Inc. (Nasdaq: GSIC), the leading provider of e-commerce and interactive marketing solutions, today announced a multiyear agreement for GSI to provide Haggar Clothing Company with comprehensive strategic e-commerce services. Under the agreement, GSI will launch and operate Haggar's online business and will provide e-commerce services including e-commerce technology, order management, customer care and marketing services. Haggar's foray into e-commerce expands the availability of its brand to customers by providing direct, 24/7 access via a robust, full-service Web store, which launched on GSI's e-commerce technology platform earlier this week.

“The national recognition of the Haggar brand and unmet consumer demand for a broader product offering called for a viable solution partner that could properly service a brand with Haggar's level of strength and popularity. GSI stood out as the leader among e-commerce solution providers during our evaluation. We think they are a perfect fit for helping us launch and grow our online business,” said Jon Ragsdale, SVP Marketing & Merchandising for Haggar. “We chose GSI based on the strength of the services they provide, as well as their ability to support e-commerce business of all sizes and to scale as our Web business evolves.”

“Haggar has continually reinvented itself by introducing many innovative clothing lines over the years. GSI is proud to bring the Haggar brand online and help them capitalize on the Web's growing direct-to-consumer potential for brands and manufacturers,” said Damon Mintzer, GSI executive vice president of sales. “We look forward to enabling them to continue their tradition of innovation online, fully supported by our integrated, scalable solutions.”

The launch of the new e-commerce site represents a significant milestone in accessibility to the consumer for the well known and popular men's brand. The breadth of Haggar product offerings will be directly available for online shoppers seeking additional product from the brand. For consumers desiring both style and value, the site will feature casual pants and shorts, suit separates, dress pants, tops, outerwear and accessories.

Haggar selected TrueAction™, GSI's digital agency, to provide comprehensive interactive marketing and design services throughout the life of the agreement. These services will include affiliate marketing, paid search and e-mail marketing through e-Dialog, a GSI company.

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“Haggar is a strong brand and we look forward to marrying that strength with TrueAction’s proven, cost-effective strategies to connect with customers online and ensure Haggar’s site is interconnected with its entire marketing platform,” said Nick Pahade, president of TrueAction.

In addition to Haggar, GSI provides e-commerce solutions to more than 30 brands and retailers in the apparel industry.

About Haggar Clothing

Since its beginnings in Dallas, Texas in 1926, the Haggar Clothing Company has grown from a simple manufacturer of men’s fine apparel into one of the most recognized brands in the market, with Haggar casual pants, dress pants and suit separates and an extensive licensing program offering head-to-toe clothing options for style-conscious men of all ages and professions.

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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