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Internet's Leading Minds to Gather at GSI Commerce 2010 Summit

NBA Commissioner, CEO of Barnes & Noble, and Executives from the Estée Lauder Companies, Best Buy and PayPal to Address Attendees

KING OF PRUSSIA, Pa., April 16, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), the leading provider of e-commerce and interactive marketing solutions, today announced it will hold the company's annual client summit on April 21 and 22 at the Waldorf Astoria hotel in New York City. The summit will provide insight on how the Internet is changing the retail industry and the strategies that executives from leading retailers and brands are implementing to adapt to these changes.

With an impressive roster of speakers, the event has record attendance from GSI's base of more than 500 clients. Keynote speakers include:

- William J. Lynch, Jr., CEO of Barnes & Noble, Inc., recently promoted from his role as president of Barnes & Noble's website.
- John Batelle, journalist, best-selling author of *The Search* and co-founding editor of *Wired* magazine will host a panel discussion on how the Internet is impacting panelists' businesses. Panelists include:
 - National Basketball Association commissioner David Stern. More than \$2.5 billion of NBA-branded merchandise is sold in retail stores and online.
 - The Estée Lauder Companies Inc.'s executive chairman William Lauder. The company has annual sales of \$7.3 billion and sells products in more than 140 countries.
 - John Thompson, senior vice president and general manager of BestBuy.com. BestBuy.com is a top 10 Internet retailer, achieving \$2 billion of online sales in fiscal 2010.
- Scott Thompson, president of PayPal, will share his views on changing consumer needs in e-commerce.

GSI founder and CEO Michel Rubin stated, "Online retail is experiencing significant changes. To remain relevant, retailers and brands must keep their fingers on the pulse of what consumers want now. They must also stay on top of the direction in which the industry is moving and ensure that their businesses

evolve.” Rubin continued, “The summit is an opportunity for our clients to hear from the leading minds in e-commerce and leave with the knowledge they need to have winning online businesses.”

Rubin himself will deliver a keynote address in which he will reveal the 10 most significant trends impacting online retail today.

For details about GSI’s Connect 2010 Client Summit or to request press credentials to attend, please contact Kelly Henry at news@gsicommerce.com or 610.491.7474.

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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