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**The NBA and GSI Commerce Extend E-Commerce Agreement to 2017**

KING OF PRUSSIA, Pa. July 1, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), announced it has signed an extension of its multiyear e-commerce agreement with the National Basketball Association (NBA) to 2017. Since partnering with GSI in 2007, the NBA's online sales have grown each year.

Under the agreement, GSI will continue to provide e-commerce technology, fulfillment, customer care, marketing and catalog services for the NBA, WNBA and NBA Development League. GSI will also continue to customize team jerseys and offer an on-demand service allowing consumers to customize t-shirts and fleeces from a selection of logos and graphics. GSI will also continue to design, develop and distribute the NBA's printed merchandise catalogs.

"The NBA is a vibrant organization and we are excited to help bring that passion to the league's on-line store," said Bob Liewald, executive vice president of Merchandising for GSI. "We are looking forward to helping them take their e-commerce strategy to the next-level to provide their fan base with an even greater online experience."

GSI provides interactive marketing services to the NBA through its digital agency, TrueAction. TrueAction provides search, comparative shopping, affiliate channel, retargeting and blog services.

"E-commerce is an important retail channel for reaching our fans and GSI's commitment to the online shopping experience has been integral to our success," said Linda Choong, Senior Vice President, NBA Global Merchandising Group. "We look forward to continuing to partner with GSI to ensure that our stores are online destinations for our fans."

GSI has agreements to manage the Web stores for all of the major professional sports leagues in the U.S., which includes NASCAR, NHL, Major League Baseball, and the NFL.

**About The NBA**

The NBA reaches fans and consumers worldwide through the licensing and marketing of consumer products bearing the league's trademarks and player attributes. More than 300 licensees manufacture, sell, and market NBA-branded products that are promoted worldwide and sold in more than 100,000 retail locations, in 100 countries on six continents. Major categories include video games, apparel, footwear, sporting goods, and trading cards. Thirty percent of merchandise sales are generated from outside the United States. In addition to offering the most comprehensive assortment of NBA, WNBA, and NBA Development League merchandise, the NBA Store on Fifth Avenue in New York City features multimedia attractions, a fully operational broadcast booth, and an official half-court used for special events and regularly scheduled appearances by players, legends, and celebrities. More than one million fans visit the NBA Store each year. NBAStore.com is the online destination for NBA fans around the

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world looking for exclusive team merchandise, memorabilia, and unique gifts of every NBA, WNBA, and NBA D-League team. NBAStore.com receives more than 10 million visits each year.

**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](http://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 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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