

**Contact:**

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

**TrueAction Expands its Agency Services to Europe**

KING OF PRUSSIA, Pa., Mar. 1, 2010 – TrueAction™, a GSI Commerce company (Nasdaq: GSIC), today announced the expansion of its portfolio into international markets with the redesign and launch of Peak Performance's online store (<http://www.peakperformance-store.com>). Peak Performance is the largest sportswear outfitter in Sweden and one of the 11 fashion apparel brands of IC Companys, a worldwide designer and seller of men's and women's clothing.

The launch marks TrueAction's first foray into international online commerce, an effort intended to complement its U.S. client portfolio. TrueAction leveraged Peak Performance's history and reputation as the leading Swedish sportswear outfitter to imbue the newly redesigned site with the "expert friend" persona, giving customers a more fluid, friendly, and effortless online shopping experience. Other features of the new site include:

- Instant color switching of product at zoom-level view
- Embedded video content to leverage sponsorships
- Family page color swatching
- Horizontal family page layout
- Flexible layout to accommodate translation for localized global sites

"The redesign of Peak Performance's shopping experience has been an excellent complement to one of our most successful brands," said Jesper Arvidsson, e-commerce manager at IC Companys in Denmark. "General reaction has been very positive and we are excited to see that turn into more success for the channel."

The Peak Performance shop redesign is in part based on the concept of reflex marketing, a term coined by TrueAction to describe the understanding of what turns users' attentions into actions – actions that grow brands, drive revenue, and deepen relationships. Through the proper balance of TrueAction's strategy, visual design, measurement, media, technology, and usability services, the company has positioned itself as a comprehensive solution to a constantly evolving digital marketplace.

"Offline fashion brands and online commerce are now past their adolescence," said Dorian Sweet, vice president and executive creative director of TrueAction. "Our goal was to extend Peak Performance's brand equity through appropriate use of copy, functionality, and design to elevate their product promise and drive sales."

**About TrueAction**

TrueAction™ (<http://www.TrueAction.com>) is a full-service digital agency focused on creating experiences that drive consumer actions. More than 50 of the world's leading brands and retailers rely on TrueAction to deliver effective digital solutions through a deep understanding of strategy, usability, design, media, and photography. TrueAction, with offices in New York; San Jose, Calif.; and King of Prussia, Pa., is a GSI Commerce company.

**About GSI Commerce**

GSI Commerce<sup>®</sup> 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. 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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