

# Leading Online Retailer, eCOST.com, Partners With SquareTrade to Provide Consumers an Enhanced Consumer Product Warranty Offering



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Consumers shopping on eCOST.com have a new option when it comes to protecting their purchases with an extended warranty. A recent partnership between the \$100 million retailer and SquareTrade, a leading online warranty provider, gives buyers the option to add SquareTrade's extended protection for their eCOST.com purchases.

"We think the partnership will be very successful and offers great benefits to eCOST.com customers," stated Steve Abernethy, CEO of SquareTrade. "Both eCOST.com and SquareTrade have built their businesses on core values of better pricing and bend-over-backwards customer service. Like eCOST.com, SquareTrade succeeds through delivering great service and generating word-of-mouth referrals from our customers."

"We are always trying to strengthen the quality of services that we offer our customers," stated Jason Halfaker, VP of Merchandising for eCOST.com. "We were drawn to SquareTrade's exceptional consumer focus, their 5-day guarantee and their online claims management for consumers. Our consumers are very research intensive and savvy. We were impressed how SquareTrade's branded warranty uniquely enables consumers to easily research SquareTrade on peer review sites like ePinions, to validate their exceptional service level in advance of buying."

Consumers can now purchase SquareTrade warranties on eCOST.com or directly from SquareTrade for their eCOST.com purchases within 30 days of buying their consumer electronic products.

## About eCOST



eCOST.com, a subsidiary of PFSweb, Inc. (NASDAQ: PFSW), is a leading multi-category online discount retailer of high-quality new, "close-out" and manufacturer recertified brand-name merchandise for consumers and small to medium size business buyers. The eCOST.com brand markets approximately 170,000 different products from leading manufacturers such as Sony, JVC, Canon, Hewlett-Packard, Garmin, Panasonic,

Toshiba, Microsoft, Kitchen Aid, Panasonic, Black & Decker, Cuisinart, Coleman, Wilson and Nike primarily over the Internet and through direct marketing.

## About PFSweb, Inc.



PFSweb develops and deploys integrated business infrastructure solutions and fulfillment services for Fortune 1000, Global 2000 and brand name companies, including third party logistics, call center support and e-commerce services. The company serves a multitude of industries and company types, including such clients as LEGO, Discovery Commerce, Riverbed, MARS Drinks North America, Hewlett-Packard, International Business Machines, Hawker Beechcraft Corp., Rene Furterer USA, Roots Canada Ltd. and Xerox.

To find out more about PFSweb, Inc. (NASDAQ: PFSW), visit the company's websites at <http://www.pfsweb.com> and <http://www.ecost.com>.

## About SquareTrade



Founded in 1999, SquareTrade makes warranties that make sense. With lower prices (40% less on average than store warranties), a no-pressure way to buy online, and no-hassle 5-day service guarantee, SquareTrade is the smart choice for warranty coverage. Buy your item anywhere -- online or in a store -- then get a better warranty directly from [www.squaretrade.com](http://www.squaretrade.com) or call 877-WARRANTY. Privately held, SquareTrade is headquartered in San Francisco. For more information, go to [www.squaretrade.com](http://www.squaretrade.com).

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