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**Consumers Benefit from a Frenzy of Around-the-Clock Online Shopping**

*Compelling Promotions and Innovative Social Marketing Kick off the Online Holiday Season for Clients of GSI Commerce*

KING OF PRUSSIA, Pa., Dec. 1, 2008 – All signals point to consumers being in the driver seat this holiday season. Web-based promotions over Thanksgiving week offered anywhere from 30 to 70 percent off products and included free shipping as well. What’s different this year is how early the season started, and the intensity of promotional activity fueled by social marketing.

“Many retailers started promoting earlier this year with pre-season promotions such as one- or two-day only sales to stimulate impulse purchases,” said Fiona Dias, executive vice president of partner strategy and marketing for GSI Commerce Inc. (Nasdaq: GSIC), a leading provider of e-commerce and multichannel solutions. “During Thanksgiving week, it was a consumer bonanza with free shipping site-wide, deep discounts, free gifts with purchase, door-busters, and a host of promotions that drove retailers’ businesses and delighted customers.”

A survey, conducted in early November by Harris Interactive<sup>®</sup> on behalf of GSI, concluded that convenience would be a key factor in driving people to shop online. Among respondents (U.S. adults, ages 18+ who plan to shop online this holiday season), 61 percent selected “avoiding crowds and lines” and 58 percent chose “being able to shop after-hours, when traditional offline stores are closed” as the top reasons for shopping online.

“We’re doing all we can to make it convenient for our customers to shop for this holiday season,” said George Hitler of Bath and Body Works. “Special online-only promotions let us reach consumers who lead hectic lives, and appreciate the convenience of shopping when they have time – even if that’s at midnight.” Bath and Body Works ([www.bathandbodyworks.com](http://www.bathandbodyworks.com)) leveraged GSI’s corporate sales team to launch a gift program targeting corporations. Additionally, Bath and Body Works added social networking to their marketing efforts by offering their first online friends and family promotion.

To attract new customers to its clients’ brands, GSI spearheaded an aggressive and innovative social marketing program dubbed “viral marketing booster.” Employees of GSI, as well as its clients and vendors, passed offers to their friends and family, using social networks like Facebook, MySpace, Digg and Twitter and then posted the offers throughout the internet on sites such as BFads.net, blackfriday.info, and dealnews.com.

“Online retailers pulled out all the stops, with virtually every one of our clients offering ballistic Cyber-Monday sales, signifying how important the online shopping channel has become to so many Americans,” said Dias. “Even ‘Cyber Monday’ has changed this year. Online sales, historically only offered on Cyber Monday, started one day earlier and are rapidly being extended into ‘Cyber-week’ promotions. GSI is able to spread the word quickly about these new and expanded offers to a very large network of consumers.”

### **About Harris Interactive**

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

### **About the Survey**

This Online Holiday Shopping survey was conducted online within the United States by Harris Interactive on behalf of GSI Commerce Solutions between October 31 and November 4, 2008 among 2,256 adults ages 18+ of whom, 1,867 plan to shop online this holiday season.

Results were weighted as needed on the basis of region, age within gender, education, household income, and race/ethnicity.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys.

The data have been weighted to reflect the composition of the U.S. online adult population.

Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

### **About GSI Commerce**

GSI Commerce® ([www.gsicommerce.com](http://www.gsicommerce.com)) 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 e-commerce solutions through an e-commerce platform, which is comprised of technology, fulfillment and customer care. We offer each of the platform’s components on a modular basis, or as part of an integrated, end-to-end solution. We also offer a full suite of interactive marketing services through two divisions, gsi interactive<sup>sm</sup> and e-Dialog Inc. ([www.e-dialog.com](http://www.e-dialog.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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