

GSI Commerce Wins LinkShare's Integrated Marketing Award with Fabu.com

Named Best in the Integrated Online-Offline Marketing Category

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KING OF PRUSSIA, Pa., July 6 /PRNewswire-FirstCall/ -- gsi interactive(SM), the marketing services division of GSI Commerce Inc. , was honored with the 2007 Best Integrated Online-Offline Marketing award by LinkShare during the fourth annual LinkShare Golden Link Awards. GSI won the affiliate marketing award for work on a Toysrus.com campaign.

The award was presented to GSI in conjunction with Fabu.com for success in utilizing offline channels to drive online revenue and build awareness of Toysrus.com during the 2006 holiday season.

"We're proud to be recognized for our expertise in the affiliate marketing arena," said Gerry McGoldrick, GSI's vice president of marketing services. "GSI helps our partners identify and implement successful multichannel strategies, and our success with this campaign continues to demonstrate this capability."

gsi interactive provides interactive design, user experience, digital photography, content, e-mail marketing, search and other online marketing services to more than 50 of GSI's 60-plus partners.

Fabu.com is an Internet marketing organization that provides online shoppers with a convenient "shopping center" to save on purchases through the use of coupons and discounts, many of those being exclusive to Fabu.com.

The LinkShare Golden Link Awards celebrate achievements in e-commerce and the partnerships that drive performance-based marketing. Held in New York City the evening before the LinkShare Symposium, the Golden Link Awards dinner and ceremony was attended by more than 300 senior executives from LinkShare merchants, affiliates, suppliers and partners to celebrate great industry leaders and trailblazers.

About GSI Commerce(R)

GSI Commerce is a leading provider of e-commerce solutions that enable retailers, branded manufacturers, entertainment companies and professional sports organizations to operate e-commerce businesses. We provide solutions for our partners through our integrated e-commerce platform, which is comprised of three components: technology, logistics and customer care, and marketing services. We provide e-commerce solutions for more than 60 partners.

Forward-Looking Statements

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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