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GSI Commerce Appoints John Healy as CEO of MBS Insight; Names Joe Gagnon President of e-Dialog

KING OF PRUSSIA, Pa., April 14, 2011 – GSI Commerce Inc. (Nasdaq: GSIC), a leading provider of e-commerce and interactive marketing solutions, today announced the appointments of John Healy as chief executive officer of MBS Insight and Joe Gagnon as president of e-Dialog.

Based in Long Island, MBS serves large consumer brands with a focus on specialty retailers through its customer database marketing solutions. e-Dialog, headquartered outside of Boston, is a provider of advanced e-mail and multichannel marketing solutions. Both companies are part of GSI's Global Marketing Services division.

Healy has been helping retailers and e-commerce companies for the past 20 years acquire and maintain customers using technology to create successful, repeatable and sustainable processes. In the newly created role of CEO, he will be responsible for overseeing the growth strategy and day-to-day operations of MBS, reporting directly to Chris Saridakis, chief executive officer of GSI's Global Marketing Services division.

"MBS has a solid leadership position and is well respected for helping its clients deliver relevant and meaningful customer experiences in very complex marketing environments," said Saridakis. "We are fortunate to be able to name John as CEO of this business unit. His background and experience are perfectly matched with MBS to continue to grow this business and lead it to the next level."

Healy began his career in consumer packaged goods at Pepsi and then expanded his focus to marketing services when he joined ADVO, Inc. the nation's largest direct mail organization. He also held senior leadership positions with well established marketing services companies, including R.L. Polk, Equifax, DoubleClick and PRIMIS Marketing Group. Most recently, Healy served as CEO of Dydacomp, a leading commerce technology solution provider focused on helping retailers to grow their business across all selling channels.

"MBS is a great organization and I'm excited to join the team. The company is in a unique position with its distinct heritage of working with premier global specialty retail brands while at the same time being part of a fast-growing Internet company known for its expertise in e-commerce technology and digital marketing services," stated Healy. "As the business grows, we'll strive to develop innovative solutions that enable clients to make better decisions using the insights and lessons learned collectively across GSI and give them the confidence and advantage of proven marketing paths that have resulted in positive consumer experiences."

Earlier this year, Gagnon joined e-Dialog as chief client officer (CCO) and executive vice president of Product Marketing, before being named its president.

“In just a few short months, Joe has exemplified the characteristics of a true leader. His passion for achieving excellence, collaborating with other Global Marketing Services businesses and building long-term client relationships are strategically aligned with the foundational elements of e-Dialog,” said Saridakis.

As president, Gagnon, reporting directly to Saridakis, will utilize his 28 years of business and technology experience to further integrate e-Dialog into other GSI Global Marketing Services companies, including Fetchback, ClearSaleing, M3 Mobile and MBS, in order to provide an integrated and comprehensive set of interactive marketing solutions. This will help marketers drive customer acquisition, conversion and loyalty across multiple channels.

“Innovation in e-mail marketing is critical to helping our clients achieve their goals. I am confident that Joe’s leadership coupled with the dedication and intense focus on clients from the entire e-Dialog team will position the company and clients for long-term success,” said Saridakis.

“Since joining e-Dialog, I have spent time with customers and employees to better understand how we can take our products forward to meet the needs of this dynamic marketplace,” said Gagnon. “I am excited about the opportunity to make e-Dialog the top solution for digital marketers and a great place to work for our employees,” commented Gagnon.

Gagnon joined e-Dialog from Exit41, where as CEO he focused the company on successfully delivering SaaS-based consumer-facing online, social and mobile device ordering solutions for the restaurant industry. Prior to Exit41, he was vice president, global leader of IBM’s Business Consulting Retail Industry business leading overall strategy, direction and business operations. Earlier in his career, Gagnon was a consulting partner at Ernst & Young LLP.

About MBS Insight

MBS Insight offers a range of outsourced direct marketing services, including: strategic services for goal setting, measurement, and meaningful data identification and patterning; analytical solutions that help clients optimize marketing program response, revenue, and efficiency; customized database solutions enabling marketers to access a holistic view of a customer's multichannel activity; and customer data integration services, including merge/purge, address hygiene, and proprietary processes. MBS has longstanding relationships with many of the world’s leading multichannel retailers, including Tiffany & Co., Things Remembered, Bloomingdale’s, David Yurman, and Brooks Brothers. For more information, please visit www.mbsinsight.com.

About e-Dialog

Established in 1997, e-Dialog empowers marketers to meaningfully connect with customers by engaging in relevant conversations through e-mail, mobile devices, social networks, e-commerce and at the point of sale. e-Dialog’s technology and services give marketers direct access to timely customer insight that drives targeted and opportunity-rich consumer dialogs. With e-Dialog, marketers quickly transform conversations into conversions and evolve customer relationships from the newly acquired to the highly engaged.

Consistently recognized by top analyst firms for both outstanding service and first-class technology, e-Dialog is a global provider to some of the world’s most recognized brands, including AirTran Airways, Avis Budget Group, Boots, British Airways, CVS/pharmacy, Nintendo, the NFL, PETCO, and The TJX

Companies. With offices in Boston, London, New York, Seattle and Singapore, e-Dialog is a wholly owned subsidiary of GSI Commerce Inc. (Nasdaq: GSIC). For more information, visit <http://www.e-dialog.com>.

About GSI Commerce

GSI Commerce® enables e-commerce, multichannel retailing and digital marketing for global enterprises in the U.S. and internationally. GSI's e-commerce services which include technology, order management, payment processing, fulfillment and customer care, are available on a modular basis or as part of an integrated solution. GSI's Global Marketing Services division provides innovative digital marketing products and services comprised of database management and segmentation, marketing distribution channels, a global digital agency to drive strategic and creative direction and an advanced advertising analytics and attribution management platform. Additionally, GSI provides brands and retailers platforms to engage directly with consumers through RueLaLa.com, an online private sale shopping destination, and ShopRunner.com, a members-only shopping service that offers unlimited free two-day shipping and free shipping on returns for a \$79 annual subscription.

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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