

Contact:

GSI Commerce, Inc.
Corporate Marketing
610.491.7474
Fax: 610.265.2866
news@gsicommerce.com

**GSI Commerce Opens State-of-the-Art,
Highly Automated Fulfillment Center**
Bringing Its Total Space to Nearly Two Million Square Feet

RICHWOOD, Ky., July 18, 2007 – GSI Commerce Inc. (Nasdaq: GSIC), a leading provider of e-commerce solutions, announced that it recently opened a new, highly automated fulfillment center in Richwood, Ky.

At 540,000 square feet, the state-of-the-art center is GSI's largest facility to date. At full capacity, Richwood will ship more than 110,000 orders per day during peak season while creating more than 500 full-time and 500 seasonal jobs.

"Our advanced Richwood facility was designed to support the immediate and future needs of GSI's growing, diverse partner base," said Bob Wuesthoff, GSI's executive vice president of global operations. "Fulfillment is a key component to GSI's end-to-end solution, and Richwood complements our existing infrastructure while simultaneously providing additional scalability to our operations. The employees at our Shepherdsville and Louisville, Ky., facilities are critical to the success of our global operations and we're delighted to welcome the community of Richwood and our newest employees to GSI."

"With GSI's strong presence and positive reputation as a great employer in Kentucky, we are very pleased to welcome this growing company to Northern Kentucky," said Daniel E. Tobergte, president & CEO of Northern Kentucky Tri-ED, the region's economic development entity. "The Richwood facility creates full-time and seasonal jobs for our residents, ultimately contributing to a stronger economy for the area. We have a talented and committed local workforce and are looking forward to a long, prosperous relationship with GSI."

In addition to standard fulfillment activities, which include inbound receiving, storage, picking, packing, shipping and returns processing, GSI offers a variety of value-added fulfillment services at its centers including: customized packaging, gift wrapping, gift messaging, gift cards, cell phone activation, tennis racket stringing, promotional inserts, bundling, kitting and product customization such as monogramming and engraving.

A highlight of the value-added services for the 2006 holiday season was the enhancement of GSI's product customization and decoration capabilities that supported the NFL, a new partner in 2006. The operation personalized nearly 100,000 NFL jerseys in less than six months. Customized jerseys, many of which are purchased as gifts, allow fans to add their names to the back of any player's jersey that they order.

GSI now manages nearly two million square feet of fulfillment space, including additional facilities in Kentucky and Illinois. Combined, GSI's fulfillment centers will ship nearly 900,000 packages at the height of the peak holiday season.

About GSI Commerce

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.

###
