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Skullcandy Selects TrueAction to Provide Digital Marketing Services for Lifestyle Audio Devices and Accessories

KING OF PRUSSIA, Pa., June 29, 2010 – Skullcandy, one of the leading audio headset manufacturers in the world, has selected TrueAction™, a full-service digital agency within the GSI Commerce (Nasdaq: GSIC) Marketing Services division to provide digital marketing solutions for the company’s line of lifestyle audio devices and accessories. Under the agreement, TrueAction will provide a variety of services, including paid search, comparison shopping, affiliate marketing, and online advertising.

“We love TrueAction’s laser-like focus on driving the absolute best results for their clients and their savvy digital marketing skills, which is why we’ve chosen TrueAction to help drive Skullcandy’s online initiatives,” said Brett Barlow, director of interactive marketing. “We are confident that TrueAction’s wealth of experience and e-commerce expertise will help us take our online business to another level.”

“Skullcandy is redefining personal audio around the world and we’re excited to be partnering with such a distinct, leading brand,” said Gerry McGoldrick, vice president of interactive marketing services for TrueAction. “Through TrueAction’s proven digital marketing solutions, we’ll be able to create experiences that will bring Skullcandy consumers closer to the products they love.”

Recently, GSI’s Marketing Services division, which includes TrueAction and e-Dialog, was ranked by Advertising Age in the Top 15 U.S. Digital Agencies among more than 900 agencies. In 2009, TrueAction’s innovative marketing solutions drove millions of dollars in e-commerce transactions for its client portfolio of more than 50 of the world’s leading brands and retailers.

About TrueAction

TrueAction (www.TrueAction.com) is a full-service digital agency focused on creating experiences that drive consumer actions. More than 50 of the world’s leading brands and retailers rely on TrueAction to deliver effective digital solutions through a deep understanding of strategy, usability, design, media, and photography. TrueAction, with offices in New York; San Jose, Calif.; and King of Prussia, Pa., is a GSI Commerce company.

About GSI Commerce

GSI Commerce® 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. GSI delivers customized solutions through an e-commerce platform, which is comprised of technology, fulfillment and customer care and is available on a modular basis or as part of an integrated, end-to-end solution. GSI offers a full suite of interactive marketing services through two divisions, TrueAction™ and e-Dialog. Additionally, GSI provides brands and retailers a platform for online private sales through RueLaLa.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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