

#HAPPY00X

>>>>>>>>>>>>> AMERICAN ENGLISH <<<<<<<<<<<<<<<<

THE FOLLOWING PROMOTION IS INTENDED FOR LEGAL RESIDENTS IN THE 50 UNITED STATES AND D.C. ONLY (EXCLUDING, WITHOUT LIMITATION, ALL US EXTERNAL COMMONWEALTHS AND TERRITORIES), WHO ARE THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW AND AMERICAN ENGLISH. INTERNET ACCESS AND EMAIL ADDRESS REQUIRED.

## #HAPPYOOX Giveaway

Official Rules - NO PURCHASE NECESSARY.

**1. The "Giveaway Period"** is from 3:00:01 am Eastern Time (ET), June 6, 2014 ("Giveaway-Start") to 5:59:59 pm ET, June 19, 2014 ("Giveaway-End"). Sponsor's computer clock governs time for website entries.

**2. Eligibility:** This Giveaway is open only to legal residents residing in the 50 United States and D.C., who are at least the age of majority in their state of residence and who had Internet access prior to the start of this Giveaway. Void in all US possessions, territories and external commonwealths. Employees, officers, directors, agents, representatives and their immediate families or members of household (spouse, parents, children (including step children), siblings, and each of their spouses regardless where they live) or members of household of Yoox S.p.A. and each of its related or affiliated organizations ("Sponsor"), Promosfera Srl and Tmaco, Llc D/B/A The Marketing Agency ("Administrator"), their respective parent companies, subsidiaries, advertising, design, web design, web hosting and production agencies (the "Giveaway Entities") and anyone connected with the production or distribution of this Giveaway are not eligible to enter or be awarded a discount.

**3. How to Enter:** This Giveaway is entered only on the Internet. Individuals who have access to the World Wide Web on the Internet and are the authorized users of an Internet email address may enter during the Giveaway Period.

- Ø Go to Yoox.com. If you are a new user of the website, register with your personal details and a password of your choice and accept the Sponsor's privacy policy. If you have a Google+ or Facebook account, you can register by connecting your account and completing the pre-populated form with the missing details. If you are already registered, just log-in with a valid, working email address for which you are the authorized user and your password
- Ø After registration/login, enter the Giveaway section and opt-in to accept the Official Rules
- Ø Surf the Yoox.com website and add one or more products displayed to your cart. If you are a winner, a notification message will be displayed on-screen. Please note, a purchase is not necessary to enter the promotion, you just have to add products to your cart

There are no limitations to the number of times you may enter; you may enter the promotion any time you want during the Giveaway Period, but you may win only one (1) discount in the Giveaway Period. An "Authorized email user" is defined as the natural person who is assigned an email address by an Internet mail provider, Internet access provider, online service provider, online email provider or an organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the email address. In the case of a dispute regarding who is entitled to a discount, the entry will be deemed submitted by the authorized account holder of the email address associated with the registration. **Sponsor and Administrator not responsible for electronic communications which are undeliverable as a result of any form of active or passive filtering of any kind or insufficient space in entrant's email account to receive email messages. Entries must be made by an individual from a stand-alone computing device and may not be made by proxy or any electronic/automated means such as, without limitation, script, bot, macro or any other similar software or program. You may not enter with multiple email addresses and/or multiple identities nor may you use any other device or artifact to mechanically/electronically obtain more than the maximum number of entries. All discovered attempts made in violation of these Official Rules will be deleted.**

**4. Winner Selection:** Prior to the promotion, 30 Promo-Codes will be seeded at random times throughout each 24 hour-day of the Giveaway (420 discounts in total). The entrant who logs-in and adds a product to his/her cart, at the time of, or closest after, a predetermined time will automatically receive an on-screen Promo-Code. The message will be displayed in the “Layer recap cart” (that is the box appearing at the top right of the screen every time something is added to the cart). In addition, the system will automatically send an email to the email account registered with the entrant. The email will contain the 30% discount in the form of a promo-code. Should a greater number of discount claims be received or notices sent out because of emailing or programming errors or for any reason whatsoever, only the number of discounts stated in these Official Rules and their values will be awarded in Administrator’s sole discretion in accordance with the Official Rules.

**5. Promo-Codes and Odds: (420) Promo-Codes:** Valid for 24 hours from the time of issue and good for a 30% discount on all products purchased, subject to the restrictions and exclusions stated below. The recipient will also be able to send the Promo-Code to one (1) friend who also will be entitled to the 30% discount on all products purchased from the yoox.com site within the 24 hour period detailed above, subject to the same restrictions and exclusions as the original recipient. **The following items are ineligible for a discount: Art, Sample Sale, Adidas X, Stella**

**McCartney Kids and Kartell. All entrants agree that should they be a winner, they understand and acknowledge that the Giveaway Entities have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the Promo-Code or regarding the use, value or enjoyment of the discount obtained.**

**Further Details:** Where a Promo-Code recipient redeems the discount right after the announcement in his/her Layer Recap Cart, the 30% discount will be automatically applied to the total value of the cart (with the exceptions mentioned above) and will be displayed in the cart in the form of a promo-code. Where a recipient logs-out after receiving a Promo-Code notification, in order to redeem the discount s/he will have to log-in again and manually add the promo-code received by email. A recipient may change the composition of the cart at his/her own discretion, adding and/or deleting products from it before using the Promo-Code. To redeem the discount, a friend will have to register on yoox.com (or log-in, if they are registered), add one or more products to their cart and manually add the promo-code received by email to their cart. In all cases if the orders using the discounts are not completed within the 24 hours after initial notification, the discounts will expire and will be considered refused. Each Promo-Code can be used only once, in one single transaction. The Sponsor will not enter into any communication regarding the discounts. All discounts will be awarded only if they are claimed properly according to these Official Rules. **Odds of winning a Promo-code:** 1:420 and dependant on the day and time of day of log-in and the placement of the first product in the cart during the Giveaway Period.

**6 General: By participating in this Giveaway, you agree to be bound by these Official Rules and the decisions of the Administrator.** Giveaway administration and winner selection will be conducted by the Sponsor and the Administrator, an independent judging organization, whose decisions are final and legally binding. No participant or potential winner shall have the right to contest any decision by Sponsor or the Administrator concerning any aspect of the Giveaway or the interpretation of the Official Rules or the determination as to the qualification of entries. Sponsor is not responsible for those who cannot access the Internet or cannot click-through for any period of time regardless of technical, hardware, software, telephone, Internet, virus contamination or network problems, or for delay, failure or malfunction for any reason including, but not limited to, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors, human errors including, but not limited to, errors by Sponsor's representatives who enter incorrect information into any of their computer systems. Proof of entry is not proof of entry receipt. Sponsor reserves the right to cancel/terminate, modify or suspend the Giveaway or part of the Giveaway if in Sponsor's sole determination it believes that the integrity of the Giveaway has been, or could be, compromised or that the Giveaway is not capable of running as planned or fairly, including infection by computer virus, bugs, tampering, unauthorized intervention (hacking), fraud, technical failures, force majeure, human error or any other causes beyond Sponsor's control. Should the Giveaway be cancelled, the next available Promo-Code will be issued and no other. Administrator reserves the right to disqualify any discovered entry from the Giveaway if in Administrator's sole judgment entrant has not fully complied with these Official Rules. Without limitation, all of an entrant's discovered entries will be disqualified, in the sole discretion of Administrator, if entrant attempts (i) to enter the Giveaway through any means other than as described in these Official Rules; or (ii) provides information that is inaccurate or fraudulent; or (iii) attempts to disrupt the Giveaway or circumvent the terms and conditions of these Official Rules. Giveaway Entities assume no liability for damage caused to an entrant's or any other person/entity's computer hardware, software or communications network, regardless of cause. Only the discounts and the listed value in the Official Rules shall be awarded. A discount or discount notification that is returned as undeliverable will disqualify the winner.

**7. By entering this Giveaway, you explicitly agree to release and hold harmless the Giveaway Entities, their successors, estates and assigns and all their respective shareholders, directors, officers and employees, one and all, from any and all liability, actions, causes of action, damages, actual, incidental or consequential, claims and demands whatsoever in law or equity, including all "costs" and "experts' fees", which you now have or may acquire, by reason of any personal injury, death, loss of or damage to property, or any reason, occurring during or arising out of your participation in the Giveaway and the acceptance and use or misuse of a discount.** The right to receive the discount is non-assignable and non-transferable except the one (1) discount that may be sent to a friend, as above, and no discount substitution, transfer, exchange or cash equivalent will be allowed.

**8. All federal, state, local and agency laws, regulations and ordinances apply. Giveaway void where prohibited, licensed, restricted or taxed.** If any provision of this Giveaway shall be deemed to violate any federal, state, local or agency law, regulation or ordinance, it shall be amended to conform to such law and all other provisions shall remain in full force and effect. If Sponsor is required by applicable federal, state, local or agency law, regulation or ordinance, or by action of an administrative agency to cease offering the Giveaway in any jurisdiction, Sponsor reserve the right to (i) terminate the Giveaway in such jurisdiction in its entirety, and/or (ii) cancel and remove from participation in the Giveaway any and/or all entrants residing in such jurisdiction, without penalty and without obligation to any of the Giveaway entrants. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. All taxes are the winner's responsibly.

**9. Publicity:** Except where prohibited by law, by entering the Giveaway, and as a condition of participating in this Giveaway and winning the discount, you agree to the use by Sponsor and its designees of your name, photograph, likeness, statements, biographical information (except address, email address and phone number), voice and city and state address for advertising and promotional purposes for this and similar promotions, worldwide, and in perpetuity, in any and all forms of media, now known or hereafter devised without additional compensation, review or approval rights, notification or permission. You further acknowledge that if you are chosen as a winner, your identifying information (except address, email address or phone number) may be disclosed to third parties including, without limitation, being placed on a winners' list and on social media.

**10. Giveaway Entities** shall not be responsible for technical, pictorial, typographical or editorial errors or omissions in any marketing materials, the website or these Official Rules.

**11. Privacy Policy:** All entries submitted become the property of Sponsor and none will be acknowledged or returned. **All data is located and processed outside of the United States on a server in Italy and is protected according to European Union regulations.** Sponsor and Administrator collect personal information from you when you enter the Giveaway. The information collected is subject to the yoox.com Privacy Policy found at [www.yoox.com/cms/legal/privacypolicy.asp](http://www.yoox.com/cms/legal/privacypolicy.asp) and Administrator's Privacy Policy.

**12.** By entering, entrant agrees and acknowledges that any and all disputes, claims, action and causes of action arising out of or connected with this Giveaway or the discount awarded and all issues and questions concerning the validity, interpretation and enforceability of these Official Rules shall be resolved individually, without resort to any form of class action, and exclusively in a court of competent jurisdiction sitting in New York County, New York without regard for conflicts of law doctrine. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Giveaway and never shall include consequential, incidental, multiplied or punitive damages, and in no event attorneys' or experts' costs. Some jurisdictions do not allow the limitation, or exclusion, of liability for incidental or consequential damages, so the above may not apply to you.

**13.** This Promotion is sponsored by Yoox S.p.A. ("YOOX"), Via Nannetti 1, 40069, Zola Predosa (Bologna) Italy and administered by The Marketing Agency, 2881 East

Oakland Park Blvd., Suite 425, Fort Lauderdale, FL 33306 and Promosfera Srl, Via Giusti 65/a – 21019, Somma Lombardo (VA), Italy.

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