



PRESS RELEASE

***pursuant to Art. 84-bis, paragraph 5, of CONSOB Regulation no. 11971 of 14 May 1999,
as subsequently amended and supplemented***

YOOX S.p.A.:

Stock options granted in relation to the YOOX S.p.A. 2009 - 2014 Stock Option Plan

Zola Predosa (BO), 1 July 2010 – **YOOX S.p.A.** (“YOOX” or the “Company”) makes it known that on today’s date the Board of Directors of the Company, with reference to the YOOX S.p.A. 2009 - 2014 Stock Option Plan approved by the Ordinary General Meeting of Shareholders held on 8 September 2009, has decided to grant, to a total of 11 beneficiaries, 13,965 stock options (the “Stock Options”) valid for the subscription of 726,180 ordinary YOOX shares (at the ratio of 52 new shares for each option exercised), at a subscription price per individual share of EUR 5.87, corresponding to the weighted average of the recorded prices for ordinary YOOX shares on the electronic stock market organised and managed by Borsa Italiana S.p.A. in the 30 (thirty) stock-market trading days preceding the grant date of the Stock Options. The Board of Directors has also decided that the exercising of the Stock Options is subject to the Company achieving the level of EBITDA forecast in the last reference budget approved by the Company’s Board of Directors, as indicated in the YOOX consolidated financial statements.

The resolution to grant the Stock Options was passed on a proposal from the Compensation Committee, which also determined the number of Stock Options to be granted to each beneficiary.

It is recalled that the YOOX S.p.A. 2009 - 2014 Stock Option Plan is reserved for persons who, as of the date on which the resolution to grant the Stock Options is passed by the Board of Directors, are employees, managers or consultants of the Company or its subsidiaries.

The Plan is of major significance within the meaning of Article 114-bis, paragraph 3 of Legislative Decree no. 58 of 1998, as subsequently amended and supplemented (the “TUF”), and Article 84-bis, paragraph 2 of the Issuers’ Regulation, since it is reserved for persons who hold a management position within the Company and for executives of the Company who have regular access to inside information and have the power to adopt management decisions that could have an impact on the development and future prospects of the Company, pursuant to Article 152-sexies, paragraph 1, sub-paragraph c)-c.2 of the Issuers’ Regulation, as referred to in Article 84-bis, paragraph 2, sub-paragraph a) of the Issuers’ Regulation.

The Stock Options granted on today’s date may be exercised on a three-yearly basis as of the day after the date of approval, by the YOOX Ordinary General Meeting, of the financial statements for the period in question and before the expiration of the resolutions from which the Stock Options themselves originate, in accordance with the following terms and conditions:

- (i) 2010 tranche: the Stock Options granted may be exercised from the day after the approval, by the Company’s Ordinary General Meeting, of the financial statements for the year ended 31 December 2010, subject to the Company achieving the level of EBITDA forecast in the last reference budget approved by the Company’s Board of Directors, as indicated in the YOOX consolidated financial statements;
- (ii) 2011 tranche: the Stock Options granted may be exercised from the day after the approval, by the Company’s Ordinary General Meeting, of the financial statements for the year ended 31 December 2011, subject to the Company achieving the level of EBITDA forecast in the last reference budget approved by the Company’s Board of Directors, as indicated in the YOOX consolidated financial statements;



(iii) 2012 tranche: the Stock Options granted may be exercised from the day after the approval, by the Company's Ordinary General Meeting, of the financial statements for the year ended 31 December 2012, subject to the Company achieving the level of EBITDA forecast in the last reference budget approved by the Company's Board of Directors, as indicated in the YOOX consolidated financial statements.

For further information on the terms and conditions of the YOOX S.p.A. 2009 - 2014 Stock Option Plan and the characteristics of the financial instruments granted, see the press release issued on 12 March 2010 and the Prospectus prepared pursuant to Article 84-bis, paragraph 1, of the Issuers' Regulation and in conformity, including in terms of its paragraph numbering, with the information contained in Schedule 7 of Annex 3A of the Issuers' Regulation, already available to the public at the head office of YOOX S.p.A., situated at 1 Via Nannetti, Zola Predosa (BO), and on the Company's website www.yooxgroup.com.

Attached is Annex 3A, Schedule 7, Table 1 of the Issuer's Regulation, updated to 1 July 2010.

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YOOX GROUP



YOOX Group

YOOX Group is the global Internet retailing partner for leading fashion & design brands. It has established itself amongst the market leaders with the Multi-brand stores yoox.com and thecorner.com as well as with numerous online Mono-brand stores all "Powered by YOOX Group". The Group has logistics centres and offices in Europe, the United States and Japan and delivers to 67 countries worldwide.

Established in Italy in 2000, yoox.com is the virtual boutique of Multi-brand fashion & design. Thanks to a direct relationship with designers, manufacturers and authorized dealers, yoox.com is an infinite ever-changing source offering rare and innovative styles that are difficult to find in traditional shops. On-going research into new creative possibilities make yoox.com an innovative online space offering exclusive collections by prestigious designers, a carefully selected range of end-of-season clothing and accessories at accessible prices; from vintage collectibles to capsule collections by cutting-edge designers and a unique assortment of books and design.

Launched in 2008, thecorner.com is the virtual space showcasing a selection of cutting-edge, highly crafted brands for men and women. On thecorner.com, each brand has its own mini-store where its image and new collections are promoted through exclusive editorial and video content, in keeping with its unique style fingerprint.

Since 2006, YOOX Group has designed and managed Mono-brand Online Stores for major fashion brands looking to offer their latest collections on the Internet. Thanks to years of experience and online shopping expertise, YOOX Group offers its brand-partners a complete solution, including a flexible technological platform, innovative interface design, global logistics, excellent customer care and international web marketing.



Name or category	Position	BOX 2							
		Option grant							
		<u>SECTION 1</u>							
		Options relating to outstanding plans approved on the basis of previous shareholder resolutions							
		Date of shareholder resolution	Description of the security	Number of securities underlying options granted but which are not yet eligible to be exercised	Number of securities underlying options which are eligible to be exercised, but which have not yet been exercised	Date on which the relevant body granted the options	Strike price (*)	Market price of the securities on the grant date	Expiry date of the options
Federico Marchetti	Chairman of the Board of Directors and	8 September 2009	Options on YOOX shares with	1,500,096 YOOX ordinary	/	11 March 2010 (Board of Directors)	EUR 277.68	EUR 5.55	31December 2014

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	Chief Executive Officer		physical delivery	shares		27 January 2010 (Remuneration Committee)			
Massimiliano Benedetti	Marketing Director	8 September 2009	Options on YOOX shares with physical delivery	250,068 YOOX ordinary shares	/	11 March 2010	EUR 277.68	EUR 5.55	31 December 2014
Fabio Cesari	Head of Research	8 September 2009	Options on YOOX shares with physical delivery	50,076 YOOX ordinary shares	/	11 March 2010	EUR 277.68	EUR 5.55	31 December 2014
Alberto Grignolo	Commercial Director	8 September 2009	Options on YOOX shares with physical delivery	250,068 YOOX ordinary shares	/	11 March 2010	EUR 277.68	EUR 5.55	31 December 2014
Giuseppe Guillot	Interim Human Resources Director	8 September 2009	Options on YOOX shares with physical delivery	150,072 YOOX ordinary shares	/	11 March 2010	EUR 277.68	EUR 5.55	31 December 2014

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Andrea Moretti	Interactive Services Director	8 September 2009	Options on YOOX shares with physical delivery	50,076 YOOX ordinary shares	/	11 March 2010	EUR 277.68	EUR 5.55	31 December 2014
Alessandra Rossi	Multi-brand Commercial Manager	8 September 2009	Options on YOOX shares with physical delivery	100,152 YOOX ordinary shares	/	11 March 2010	EUR 277.68	EUR 5.55	31 December 2014
Gabriele Tazzari	Chief Technology Officer	8 September 2009	Options on YOOX shares with physical delivery	50,076 YOOX ordinary shares	/	11 March 2010	EUR 277.68	EUR 5.55	31 December 2014
Andrea Cappi	Head of Program Management Office	8 September 2009	Options on YOOX shares with physical delivery	25,116 YOOX ordinary shares	/	1 July 2010	EUR 305.24	EUR 5.51	31 December 2014
Francesco Guidotti	Chief Financial and Control Officer	8 September 2009	Options on YOOX shares with physical	350,220 YOOX ordinary shares	/	1 July 2010	EUR 305.24	EUR 5.51	31 December 2014

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			delivery						
Mark Andrew Lee	Director YOOX Corporation	8 September 2009	Options on YOOX shares with physical delivery	50,076 YOOX ordinary shares	/	1 July 2010	EUR 305.24	EUR 5.51	31 December 2014
Paolo Mascio	Mono-brand Manager	8 September 2009	Options on YOOX shares with physical delivery	50,076 YOOX ordinary shares	/	1 July 2010	EUR 305.24	EUR 5.51	31 December 2014
Jacopo Thun	Operations and Technology Manager	8 September 2009	Options on YOOX shares with physical delivery	50,076 YOOX ordinary shares	/	1 July 2010	EUR 305.24	EUR 5.51	31 December 2014
Federico Venturoli	Online Store Manager	8 September 2009	Options on YOOX shares with physical delivery	25,116 YOOX ordinary shares	/	1 July 2010	EUR 305.24	EUR 5.51	31 December 2014

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5 employees	/	8 September 2009	Options on YOOX shares with physical delivery	175,500 YOOX ordinary shares	/	1 July 2010	EUR 305.24	EUR 5.51	31 December 2014
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(*) Note that under the 2009-2014 Stock Option Plan, each Stock Option granted entitles the beneficiary to subscribe for 52 (fifty-two) YOOX S.p.A. ordinary shares. Therefore, to calculate the strike price of each Stock Option, the subscription price of each YOOX S.p.A. ordinary share must be multiplied by 52 (fifty-two).