



PRESS RELEASE

YOOX S.P.A.: Calendar of Company Events for the year 2010

Zola Predosa (BO), January 18th, 2010 – YOOX S.p.A. announces its Calendar of Company Events for the year 2010.

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| 8 February 2010 | Board of Directors to communicate preliminary Net Sales as of 31 December 2009 |
| 11 March 2010 | Board of Directors to approve Annual Results as of 31 December 2009 |
| 11 May 2010 | Board of Directors to approve first quarter results as of 31 March 2010 |
| 5 August 2010 | Board of Directors to approve half year results as of 30 June 2010 |
| 10 November 2010 | Board of Directors to approve third quarter results as of 30 September 2010 |

The Shareholder's Meeting for the approval of the Annual Report is currently scheduled on April 19th and 21st in first and second calling.

Should there be any changes to the calendar of Company Events, these will be notified promptly.

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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 Mono-brand stores all “Powered by YOOX Group.” The Group has logistic centers and offices in Europe, United States and Japan and delivers in 67 countries in the world.

Established in Italy in 2000, yoox.com is the virtual boutique of multi-brand fashion and 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 and a unique assortment of books and design.

Launched in 2008, thecorner.com is the virtual space showcasing a selection of artisans and cutting-edge brands for men and women. On thecorner.com, each brand has its own mini-store where the value of image and DNA is raised through its new collections, editorials and exclusive video content.

Since 2006, YOOX Group designs and manages Mono-brand Online Stores for fashion brands looking to offer their latest collection 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.

Online Stores “Powered by YOOX Group”:

- marni.com, launched in September 2006, now active predominately in Europe, United States and Japan;
- emporioarmani.com, launched in August 2007, now active predominately in Europe, United States and Japan;
- diesel.com, launched in November 2007, now active predominately in Europe and United States;
- cpcompany.com, launched in February 2008, now active predominately in the main European countries, United States and Japan;
- stoneisland.com, launched in March 2008, now active predominately in the main European countries, United States and Japan;
- valentino.com, launched in April 2008, now active predominately in Europe, United States and Japan;
- misssixty.com, launched in September 2008, now active predominately in Europe and United States;
- costumenational.com, launched in September 2008, now active predominately in Europe, United States and Japan;
- energie.it, launched in October 2008, now active predominately in Europe and United States;
- emiliopucci.com, launched in November 2008, now active predominately in the main European countries, United States and Japan;
- moschino.com, launched in February 2009, now active predominately in Europe and United States;
- bally.com, launched in February 2009, now active predominately in Europe and United States;
- dolcegabbana.com, launched in June 2009, now active predominately in Europe, United States and Japan;
- dsquared2.com, launched in September 2009, now active predominately in Europe, United States and Japan;
- jilsander.com, launched in September 2009, now active predominately in Europe, United States and Japan;
- robertocavalli.com, launched in November 2009, now active predominately in Europe, United States and Japan.