



PRESS RELEASE

YOOX S.p.A.:

Issued 246,324 new shares upon stock option exercise

Zola Predosa (BO), 15 March 2012 - YOOX S.p.A. (MTA, STAR: YOOX) announces that today the Company has issued **246,324 ordinary shares** following the exercise of **4,737 stock options**, the details of which are described in the table below.

Stock Options plans	Exercise Prices (in Euro)			Total number of stock options	Total number of shares (after stock split)*
	46.48	59.17	106.5		
2001 - 2003	1,292			1,292	67,184
2003 - 2005	561			561	29,172
2006 - 2008		500		500	26,000
2007 - 2012		1,334	1,050	2,384	123,968
Total	1,853	1,834	1,050	4,737	246,324

**As a consequence of the stock split approved by the YOOX extraordinary Shareholder's Meeting on 8 September 2009, each outstanding option entitles the holder to subscribe for 52 YOOX ordinary shares, at the exercise prices described in the table above.*

As a result of the above, the **new share capital of YOOX S.p.A.** will amount to **Euro 553,459.40** represented by **55,345,940 ordinary shares** with no indication of nominal value.

For further information:

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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 multi-brand stores yoox.com, thecorner.com, the new online destination shoescribe.com as well as with numerous mono-brand Online stores, such as zegna.com, armani.com and diesel.com, all “Powered by YOOX Group”. The Group has offices and operations in Europe, the United States, Japan, China and Hong Kong and delivers to more than 100 countries worldwide.

yoox.com, established in 2000, is the leading virtual store for multi-brand fashion and design in the world. Thanks to long-standing direct relationships with designers, manufacturers and official retailers worldwide, yoox.com offers a never-ending selection of products that are hard-to-find elsewhere, including: an edited range of end-of-season clothing and accessories from the world’s most prestigious designers, exclusive capsule collections, eco-friendly fashion, a unique assortment of home design objects, rare vintage finds and art books.

thecorner.com is the online boutique showcasing a selection of cutting-edge fashion and accessories for men and women through dedicated mini-stores. The basis of this trailblazing retail concept is the “corner” - a mini-store and creative platform for designers to feature their latest collections alongside multimedia content - where visitors fully experience the designers’ world and inspirations.

shoescribe.com, launched in 2012, is the online destination for women dedicated entirely to shoes and everything that surrounds them: a wide-ranging and carefully edited assortment including everything from top designer names to researched niche brands complemented by unique and interesting editorial content and exclusive shoe-related services.

Since 2006, YOOX Group designs and manages mono-brand Online Stores for 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 customized technological platform, innovative interface design, global logistics, excellent customer care and international web marketing.