



Notice pursuant to Article 131, paragraph 2, of CONSOB Regulation no. 11971/1999, as subsequently amended

With reference to the lock-up agreement (the “**Lock-Up Agreement**”) signed on March 16, 2009 between YOOX S.p.A. (“**YOOX**”) and Red Circle S.r.l. Unipersonale (“**Red Circle**”), published in extract form on December 5, 2009 and subsequently on January 8, 2010 in the Italian national daily business newspaper *Milano Finanza*, it is announced, pursuant to Article 131, paragraph 2, of CONSOB Regulation no. 11971/1999, as subsequently amended, that on June 30, 2010: (i) YOOX’s share capital stood at Euro 510,875.56, consisting of 51,087,556 ordinary shares without nominal value; (ii) the Lock-Up Agreement concerns 2,170,376 YOOX ordinary shares held by Red Circle, equivalent to 4.248% of YOOX’s share capital.

July 2, 2010