



Notification pursuant to article 131 of the Regulation approved by Consob ruling no. 11971/1999 and later amendments

With reference to the lock up agreement ("**Lock Up Agreement**") signed on March 16, 2009 between YOOX S.p.A ("**YOOX**") and Red Circle S.r.l. single-member private limited liability company ("**Red Circle**") with 2,170,376 YOOX ordinary shares owned by Red Circle representing 4.193% of YOOX's share capital, we wish to notify you that, in compliance with article 131 of Consob Regulation no. 11971/1999 and later amendments, the Lock Up Agreement is, to all intents and purposes, over as it expired on December 31, 2010.

January 4, 2011