



PRESS RELEASE

YOOX S.p.A.:

312,000 shares allocated following exercise of stock options

Zola Predosa (BO), September 10th, 2010 – The Board of Directors today approved the allocation of **312,000 ordinary shares of YOOX S.p.A.** following the exercise of **6,000 options** (in the ratio of 52 ordinary shares of YOOX S.p.A. for each option exercised), at an exercise price of Euro 59.17 each.

As a result of the above, the **new share capital issued by YOOX S.p.A. will be equal to Euro 515,737.56 divided into 51,573,756 ordinary shares** with no indication of nominal value.

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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 2000, yoox.com is the virtual boutique of Multi-brand fashion & design. Thanks to direct relationships with designers, manufacturers and authorised dealers, yoox.com is a source of ranges and styles that are difficult to find in traditional shops. Ongoing research into new creative possibilities makes yoox.com an innovative online space offering exclusive collections by prestigious designers, a carefully selected range of end-of-season clothing and accessories at affordable prices, vintage collectibles, special editions 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.