

Press release

NOT FOR RELEASE IN OR INTO THE UNITED STATES, CANADA OR JAPAN

Kiwi I Ventura Servicos S.A. Em Liquidacao and Kiwi II Ventura Servicos de Consultoria S.A -

Kiwi I Ventura Servicos S.A. Em Liquidacao and Kiwi II Ventura Servicos de Consultoria S.A. announce that today they have completed the disposal of ca. 3.5m ordinary shares of YOOX S.p.A., or 6.8% of the share capital, corresponding to their entire holding in the company, through an accelerated bookbuilt offering to Italian and international institutional investors.

Goldman Sachs International and Mediobanca S.p.A. acted as Joint Bookrunners of the transaction.

17-June-2010

This announcement is for information purposes only and is not an offer to sell, or the solicitation of an offer to buy, any securities.

The offering has not been, nor will it be, available in the United Kingdom to anyone other than the following persons: (i) persons having professional experience in matters relating to investments; and (ii) persons falling within Articles 49(2)(a) to (d) of the U.K. Financial Services and Markets Act 2000 (Financial Promotion) Order 2001 (high net worth corporations, unincorporated associations etc.). Anyone in the United Kingdom who does not fall into one of the above categories was and is not eligible to participate in the offering.

This press release is not an offer of securities wholesale in United States. The securities mentioned here have not been and will not be registered under the United States Securities Act of 1933 as amended and the securities may not be offered or sold in the United States absent such registration or an applicable exemption from registration. There will be no public offering of the securities in the United States in connection with this transaction.