

PRESS RELEASE

Mondadori expands its e-commerce activities

EASYSHOP.IT: MONDADORI'S FIRST ONLINE SHOPPING CLUB ONLINE

Flash boutique and Group shopping, two sections for online purchases

Segrate, 30 March 2011 - Easyshop.it is the Mondadori Group's new virtual store, dedicated to the sale of quality branded products in fashion, furnishings, design and technology: not merely an e-commerce site, but an authentic online shopping club online to take advantage of unmissable buying opportunities.

With this initiative, Mondadori is taking an important step forward in the constantly growing online shopping market, which increasingly attracts the attention of millions of users.

"We are extremely satisfied by the response we have received from the market," declared **Vittorio Veltroni**, the general manager of Mondadori Digital. "in the week of the launch more than 20,000 users registered on Easyshop.it and we intend to grow significantly in this segment," concluded Veltroni.

The members of the shopping club themselves contributed to the launch of Easyshop.it, thanks to word-of-mouth generated on the web by the bargains on offer.

In fact, the store offers the possibility of accessing, through the "**Flash Boutique**" section, special promotions on prestigious branded fashion and accessories with discounts of up to 70%, including, this week, products by Fendi, M Missoni, Dimensione Danza, Scorpion Bay, Salt and Pepper and Gola.

On average the sales last for 3 to 4 days, at the end of which the assortment and offer change. The products, which can be seen in detail thanks to images that rotate 360°, can be purchased with real savings, both in terms of time and money. If the product you want becomes temporarily unavailable, by signing on to the "Waiting list", you will immediately be alerted by email when the product is back in stock.

Moreover, Easyshop.it in "Flash Boutique" offers **special promotional sales**, rotating over a period of just a few days, of cult clothing items and accessories from the **Spring/Summer 2011** season, with discounts of up to 40%: until 2 April users can buy bags by Jimmy Choo.

The great new feature of Easyshop.it is the “**Group Shopping**” section where group buying power makes all the difference: the more buyers, the lower the price for all those who have signed up before the expiry of the initiative. In this area it is possible to buy fashion accessories, technology and a range of other goods at unbeatable prices. The price advantage is immediately visible with a special display that shows how the saving is directly proportional to the number of “friends” participating in the group. On offer this week will be products from Samsung, Kodak, Philips, De’Longhi and HTC.

All you need to do to be a part of the Easyshop.it experience is to sign up online, without any obligation to buy. Anyone who is already registered on a Mondadori site can continue to use their username and password. Every week members of the club will receive a newsletter highlighting the best offers.

Easyshop.it members can also invite their friends to join the club, and gain a bonus of €10. Easyshop.it can be accessed from a PC, iPhone or iPad, and from the home page of the site it is possible to interact with the social networks *Facebook* and *Twitter*.

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