

LIGHTINTHEBOX CELEBRATES INITIAL PUBLIC OFFERING AND FIRST DAY OF TRADING ON THE NEW YORK STOCK EXCHANGE

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NEW YORK, June 6, 2013 - LightInTheBox Holding Co. Ltd. (LightInTheBox) (NYSE: LITB), a leading global online retailer based in Beijing, China, opened for trading today on the New York Stock Exchange (NYSE) under the ticker symbol "LITB" after an initial public offering (IPO) of its American depositary shares. Knight Capital Group is the Designated Market Maker (DMM) for the company's American depositary shares.

LightInTheBox Chief Executive Officer Alan Guo and members of the executive management team will celebrate the company's first day of trading by ringing The Closing Bell[®].

"As a leading global online retail company, we are delighted to be associated with the NYSE. As home to many of the world's largest, most visible companies, our NYSE listing can aid in our global brand visibility. We look forward to a prosperous, long-term relationship with the NYSE," said LightInTheBox CEO Alan Guo.

"We are delighted to welcome LightInTheBox to the NYSE, which is the home to 77 other listed companies from Mainland China," said Scott Cutler, Executive Vice President and Head of Global Listings at NYSE Euronext. "With customers in more than 200 countries and territories, LightInTheBox is a truly global company, innovator and a great addition to the NYSE's growing community of technology companies. We congratulate Alan Guo and his team on this important milestone in LightInTheBox's journey and look forward to a long-standing partnership with the company and its shareholders."

Photo: [click here](#)

Caption: LightInTheBox CEO Alan Guo in the center of the trading crowd as the company's stock opens on the NYSE.

For more information on NYSE Euronext's listings business or to learn about trends in the IPO market, please visit the [NYSE Euronext IPO Center](#).

About LightInTheBox.com

LightInTheBox (NYSE: LITB) is a global online retail company that delivers products directly to consumers around the world. The Company offers customers a convenient way to shop for a wide selection of lifestyle products at attractive prices through its www.lightinthebox.com, www.miniinthebox.com and other websites, which are available in 17 major languages and cover more than 80% of global Internet users. In 2012, the Company ranked number one in terms of revenue generated from customers outside of China among all China-based retail websites that source products from third-party manufacturers. For more information, please visit www.lightinthebox.com. (Source: LightInTheBox.)

About NYSE Euronext

NYSE Euronext (NYSE) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets - the New York Stock Exchange, NYSE Euronext, NYSE MKT, NYSE Alternext and NYSE Arca - represent one-third of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index. For more information, please visit: <http://www.nyx.com>.

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