

zooplus AG admitted to the SDAX

- **zooplus AG shares trading in the SDAX as of June 29, 2011**
- **Further milestone of the dynamic growth story**

Munich, June 29, 2011 – The shares of zooplus AG (WKN 511170, ISIN DE0005111702, stock symbol ZO1), Europe's leading online retailer for pet products, are now listed in the SDAX of Deutsche Börse AG as from today. This opens a new chapter in the company's successful capital market story. The initial listing in December 2008 in the Entry Standard was followed by the uplisting to the Prime Standard of the Frankfurt Stock Exchange in October 2009. The admittance to the SDAX marks the next milestone for the company.

Dr. Cornelius Patt, CEO of zooplus AG, welcomes the new listing: "We are very pleased to be listed in the SDAX. This is a clear indication that the capital markets endorse our successful growth strategy. Moreover, the listing further enhances our attractiveness to investors." CFO Florian Seubert adds: "In the next years we will continue to chart our growth course. With the upcoming commissioning of the new logistics center in Hörselgau / Eisenach we are creating ideal preconditions for future growth."

Company profile:

zooplus was founded in 1999 and has established itself as Europe's leading online retailer for pet products, measured by sales and other income. In 2010, total sales amounted to EUR 194 mm and, therefore, have increased fivefold during the last 5 years. At the same time, the company generated EBIT operating earnings of EUR 3.3 mm in 2010. The company's business model has already been introduced successfully in 18 countries. zooplus offers products for all pet varieties. Its product range comprises foods (dry and wet pet foods, pet food supplements such as chewing bones and snacks) as well as pet accessories (such as cat trees and toys) over a wide range of categories. In addition to a broad selection of over 7,000 products, zooplus customers benefit from online veterinary consultations as well as a number of other interactive features. Pet products represent a significant market segment of the European consumer retail space. Overall revenues from pet food and accessories amounted to EUR 19 billion within the European Union in 2010 alone. Based on the growing trend towards humanization of pets in western industrialized

countries, pet owners are adapting their purchasing behaviour in favour of health, wellness and other premium products. In addition, European eCommerce is expected to enjoy sustained, strong growth in the years to come. zooplus expects a continuation of the company's dynamic growth.

Online: <http://investors.zooplus.com/en/welcome/>

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