

FOR IMMEDIATE RELEASE

Investor Contacts:
Barry Erdos
President and COO
Bluefly, Inc.
(212) 944-8000 ext. 360
barry.erdos@bluefly.com

Press Contact:
Samantha Kain
Paul Wilmont Communication
(212) 206-7447 ext. 25
skain@greatpress.com

**BLUEFLY TO HOLD CONFERENCE CALL AND WEBCAST ON AUGUST 13, 2008
TO DISCUSS SECOND QUARTER RESULTS**

NEW YORK, July 1, 2008 – Bluefly, Inc. (NASDAQ Capital Market: BFLY), a leading online retailer of designer brands, fashion trends and superior value (www.bluefly.com), announced today that it will release its second quarter 2008 financial results at the close of market on August 13, 2008. The Company will hold a conference call to discuss these results at 5 p.m. EDT on August 13, 2008, which will be broadcast live via webcast.

Investors can access the conference call webcast at www.investor.bluefly.com. Melissa Payner-Gregor, Chief Executive Officer, and Barry Erdos, President and Chief Operating Officer, will host the call.

A replay of the webcast will be available for 30 days on the Company's corporate website at www.investor.bluefly.com.

About Bluefly, Inc.

Founded in 1998, Bluefly, Inc. (NASDAQ Capital Market: BFLY) is a leading online retailer of designer brands, fashion trends and superior value. Bluefly is headquartered at 42 West 39th Street in New York City, in the heart of the Fashion District. For more information, please call 212-944-8000 or visit www.bluefly.com.

###