

FOR IMMEDIATE RELEASE

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**BLUEFLY ANNOUNCES PARTICIPATION IN THE JMP SECURITIES
RESEARCH CONFERENCE AND GOLDMAN SACHS GLOBAL INTERNET
CONFERENCE**

NEW YORK, May 22, 2007 – Bluefly, Inc. (NASDAQ SmallCap: BFLY), a leading online retailer of designer brands, fashion trends and superior value (www.bluefly.com), announced today that it will present at the Sixth Annual JMP Securities Research Conference on May 23, 2007 and at the Goldman Sachs Eighth Annual Global Internet Conference on May 24, 2007.

For information regarding the presentations, including webcasts and powerpoint materials, visit <http://investor.bluefly.com>. Such information will be available at that link for at least 30 days from the date of the presentations.

About Bluefly, Inc.

Founded in 1998, Bluefly, Inc. (NASDAQ SmallCap: 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.

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