

ITEM DEPARTURE OF DIRECTORS OR CERTAIN OFFICERS; ELECTION OF DIRECTORS;
5.02 APPOINTMENT OF CERTAIN OFFICERS; COMPENSATORY ARRANGEMENTS OF CERTAIN
OFFICERS

Executive Compensation

Effective May 3, 2016, Blue Nile, Inc. promoted its President of International, Jon Sainsbury, to Chief Revenue Officer. In connection with this promotion, Mr. Sainsbury's annual base salary was increased from \$239,292 to \$280,000. His bonus target remains at 40% of his adjusted base salary.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BLUE NILE, INC.

Registrant

Dated: May 9, 2016 By: /s/ Lauren Neiswender

Lauren Neiswender

General Counsel and Corporate Secretary