

## A NEW LOOK FOR THE BENETTON PRESS SITE

[www.benettongroup.com/press](http://www.benettongroup.com/press) service for the media

Ponzano, 22 September 2005. New design, structure and content for the Benetton Press Site make it a primary source for in-depth information about the world of Benetton Group. Detailed **corporate** information and a completely re-organized **fashion** area with interactive tools and advanced functions are now available in two languages (English and Italian), in line with the most important accessibility criteria.

### WHAT'S NEW

Visitors are invited to view the latest news on the homepage, with a dedicated area to upcoming company events and prominent links to our most visited areas and press contacts.

UNITED COLORS  
OF BENETTON.

- **ABOUT BENETTON:** company fast facts, info about our brands, our history, our campaigns, cultural and social activities, Holding Company information and "Know the Facts" an outline of issues involving the Group.
- **COLLECTIONS:** this new area provides an easy way to find highlights of the latest two seasons through the Lookbook and Still Life images with complete product descriptions and Brand Campaign photos. The "Press Kit" is now available in five languages.

Other interesting areas include "FASHION PRESS CLIPPINGS" with a selection of our most recent featured articles, and "COMPANY SITES".

### IMPORTANT HIGHLIGHTS

- **IMAGE GALLERY:** more than 1,000 photos reorganized to facilitate consultation. Links to related information and press releases are available along with the image basket to download and send images in the format (jpeg and gif) and resolution desired (Magazine, Newspaper and Web).
- **PRESS RELEASES:** Company news with a wide archive of press releases starting from 1996, all available in HTML, Word and PDF format and with corresponding images.
- **PRESS KITS:** this new area allows you to download or send PDF and Word documents in English, German, Spanish, French and Italian. Information is available as one complete PDF file or divided into Corporate and Fashion. Content can also be viewed in HTML with corresponding images.
- **EVENTS CALENDAR:** you can view all events in the CORPORATE or FASHION categories. A reminder service allows you to choose how many days in advance to be alerted via E-MAIL or SMS. Upcoming

events include fashion presentations, Fabbrica events and financial results, with links to more details when available.

- **ALERT SERVICE:** for alerts via SMS or E-MAIL on updates to Press Releases, Press Kits, Events Calendar and Image Gallery.
- **SEARCH ENGINE:** given the large quantity of information on the site there are specific search tools in the Image Gallery, Press Releases and Press Contacts areas, in addition to the general search engine.
- **RELATED LINKS:** are displayed prominently on each page, ensuring easy access to any content (images, videos, articles, press releases, site links) directly relevant to the topic shown.
- **HELP AREA** and **PRINT OUT TOOLS:** the former responds to questions regarding site navigation and interactive tools; the new Print Basket enables the selection of several documents to be printed in one go.

A complete service, to respond ever more quickly and efficiently to the needs of the media, in constant evolution thanks to the "SHARE YOUR FEEDBACK" section to receive your suggestions.

For further information: +39 0422 519036  
[www.benettongroup.com/press](http://www.benettongroup.com/press)