

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 30 June 2008 – Benetton Group communicates that, in the period from 23 to 27 June 2008, the Company purchased a total number of 252,373 Benetton ordinary shares at the average price of Euro 7.481, for a total value of Euro 1,888,001.62.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.06.23	52,373	7.640	400,104.72
2008.06.24	50,000	7.429	371,461.60
2008.06.25	30,000	7.552	226,552.00
2008.06.26	50,000	7.452	372,617.30
2008.06.27	70,000	7.390	517,266.00
TOTALE	252,373	7.481	1,888,001.62

Following the purchases announced today, Benetton Group holds a total amount of 1,305,450 treasury shares, equal to 0.715% of the share capital.

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