

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 21 July 2008 – Benetton Group communicates that, in the period from 14 to 18 July 2008, the Company purchased a total number of 542,179 Benetton ordinary shares at the average price of Euro 6.811, for a total value of Euro 3,693,016,72.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.07.14	110,000	6.648	731,301.80
2008.07.15	115,000	6.404	736,407.50
2008.07.16	62,500	6.493	405,794.25
2008.07.17	125,000	7.070	883,726.00
2008.07.18	129,679	7.216	935,787.17
TOTAL	542,179	6.811	3,693,016.72

Following the purchases announced today, Benetton Group holds a total amount of 2,690,094 treasury shares, equal to 1.473% of the share capital.

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