

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 28 July 2008 – Benetton Group communicates that, in the period from 21 to 25 July 2008, the Company purchased a total number of 452,269 Benetton ordinary shares at the average price of Euro 7.489, for a total value of Euro 3,386,829.72.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.07.21	75,000	7.351	551,295.00
2008.07.22	107,269	7.436	797,630.52
2008.07.23	100,000	7.601	760,142.20
2008.07.24	70,000	7.586	531,022.00
2008.07.25	100,000	7.467	746,740.00
TOTAL	452,269	7.489	3,386,829.72

Following the purchases announced today, Benetton Group holds a total amount of 3,142,363 treasury shares, equal to 1.720% of the share capital.

For further information and contacts:

Media
+39 0422519036
www.benettongroup.com/press
www.benettonpress.mobi

Investor Relations
+39 0422519412
www.benettongroup.com/investors
www.benettonir.mobi