

## **BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME**

Ponzano, 4 August 2008 – Benetton Group communicates that, in the period from 28 July to 1 August 2008, the Company purchased a total number of 420,778 Benetton ordinary shares at the average price of Euro 7.332, for a total value of Euro 3,084,965.39.

UNITED COLORS  
OF BENETTON.

Details of the transactions on a daily basis:

<b>Date</b>	<b>Number of ordinary shares</b>	<b>Average price per share</b>	<b>Countervalue</b>
2008.07.28	100,000	7.385	738,530.00
2008.07.29	110,000	7.151	786,584.15
2008.07.30	85,778	7.430	637,368.64
2008.07.31	90,000	7.415	667,343.10
2008.08.01	35,000	7.290	255,139.50
<b>TOTAL</b>	<b>420,778</b>	<b>7.332</b>	<b>3,084,965.39</b>

Following the purchases announced today, Benetton Group holds a total amount of 3,563,141 treasury shares, equal to 1.950% of the share capital.

### **For further information and contacts:**

#### **Media**

+39 0422519036

[www.benettongroup.com/press](http://www.benettongroup.com/press)

[www.benettonpress.mobi](http://www.benettonpress.mobi)

#### **Investor Relations**

+39 0422519412

[www.benettongroup.com/investors](http://www.benettongroup.com/investors)

[www.benettonir.mobi](http://www.benettonir.mobi)