

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 26 January 2009 – Benetton Group communicates that, in the period from 19 to 23 January 2009, the Company purchased a total number of 71,023 Benetton ordinary shares at the average price of Euro 5.410, for a total value of Euro 384,202.73.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2009.01.19	26,190	5.473	143,330.01
2009.01.20	30,000	5.448	163,447.70
2009.01.23	14,833	5.220	77,425.02
TOTAL	71,023	5.410	384,202.73

Following the purchases announced today, Benetton Group holds a total amount of 10,251,798 treasury shares, equal to 5.612% 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