

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 15 September 2008 – Benetton Group communicates that, in the period from 8 to 11 September 2008, the Company purchased a total number of 362,300 Benetton ordinary shares at the average price of Euro 8.118, for a total value of Euro 2,941,172.31.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.09.08	88,000	7.928	697,681.50
2008.09.09	88,000	8.115	714,077.47
2008.09.10	90,300	8.118	733,012.18
2008.09.11	96,000	8.296	796,401.16
TOTAL	362,300	8.118	2,941,172.31

Following the purchases announced today, Benetton Group holds a total amount of 5,382,700 treasury shares, equal to 2.946% of the share capital.

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