

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 6 October 2008 – Benetton Group communicates that, in the period from 22 September to 3 October 2008, the Company purchased a total number of 748,146 Benetton ordinary shares at the average price of Euro 6.438, for a total value of Euro 4,816,785.34.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.09.29	164,000	6.530	1,070,989.57
2008.09.30	144,978	6.346	920,029.85
2008.10.01	174,168	6.391	1,113,055.17
2008.10.02	130,000	6.562	853,038.25
2008.10.03	135,000	6.368	859,672.50
TOTAL	748,146	6.438	4,816,785.34

Following the purchases announced today, Benetton Group holds a total amount of 7,362,846 treasury shares, equal to 4.03% of the share capital.

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