

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 20 October 2008 – Benetton Group communicates that, in the period from 14 to 17 October 2008, the Company purchased a total number of 247,985 Benetton ordinary shares at the average price of Euro 6.128, for a total value of Euro 1,519,679.68.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.10.14	83,140	6.540	543,704.56
2008.10.15	60,000	6.121	367,230.00
2008.10.16	90,000	5.768	519,104.40
2008.10.17	14,845	6.038	89,640.72
TOTAL	247,985	6.128	1,519,679.68

Following the purchases announced today, Benetton Group holds a total amount of 8,277,031 treasury shares, equal to 4.531% of the share capital.

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