

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 17 November 2008 – Benetton Group communicates that, in the period from 10 to 14 November 2008, the Company purchased a total number of 256,000 Benetton ordinary shares at the average price of Euro 5.586, for a total value of Euro 1,430,074.39.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.11.10	44,000	5.615	247,079.60
2008.11.11	55,000	5.511	303,117.00
2008.11.12	50,000	5.447	272,328.44
2008.11.13	62,000	5.656	350,644.00
2008.11.14	45,000	5.709	256,905.35
TOTAL	256,000	5.586	1,430,074.39

Following the purchases announced today, Benetton Group holds a total amount of 9,147,902 treasury shares, equal to 5.007% of the share capital.

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