

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

UNITED COLORS
OF BENETTON.

Ponzano, 16 February 2009 – Benetton Group communicates that on 10 February 2009 the Company purchased a total number of 30,000 Benetton ordinary shares at the average price of Euro 6.198, for a total value of Euro 185,940.60.

Following the purchase announced today, Benetton Group holds a total amount of 10,345,910 treasury shares, equal to 5.663% of the share capital.

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