

## **Almost 150 points of sale in the Gulf States BENETTON OPENS A NEW MEGASTORE IN SAUDI ARABIA**

Ponzano, 27 February 1998. Green light for Benetton's new megastore in Jeddah, Saudi Arabia, which is officially opened today by Alexander Wurz, Benetton Formula 1 driver. The new megastore is on Tahlia Street, one of the city's main shopping streets. With a floor area of over 1,300 square metres, it is Benetton's second largest outlet world-wide, after the Oxford Circus store in London.

The new flagship store will be selling the full range of United Colors of Benetton, Sisley, 012, Zerotondo, Undercolors and Mamma of Benetton lines. It also offers an extensive choice of accessories and footwear.

UNITED COLORS  
OF BENETTON.

Jeddah is the latest addition to the Group's world-wide sales network. The current emphasis is on greater size and quality, as demonstrated by the multi-purpose megastores opened in Riyadh, the capital of Saudi Arabia, London, New York, San Francisco, Madrid, Budapest and San Paolo. Highly successful from a commercial point of view, these stores are also places for people to gather and meet friends. They affirm Benetton's image, not only as a world-wide clothing business, but as promoters of a young, open-minded, international life-style.

For the Benetton Group, Saudi Arabia, and the Middle East in general, constitute a very important market, given the sophisticated tastes of the local clientele. It is also an area of fierce competition, with companies from other countries showing an increasing interest. Benetton's network in the Gulf States is now approaching 150 points of sale.