

## **Over 200 outlets in Eastern Europe BENETTON OPENS NEW SHOPS IN POLAND**

Ponzano, 19 aprile 1999. Benetton is expanding in the Polish market opening six shops this spring-summer season. This week two new shops will be opened in the Centrum Handlowe Klif in Gdynia and in the Centrum Handlowe Klif in Warsaw, both very successful shopping centers with ten-thousands of customers every week. In the shops the public will be able to buy the full range of the latest United Colors of Benetton (Menswear and Womenswear) and 012 collections, together with accessories.

Four new shops will be opened in the next few months, in Warsaw, Gdansk and Lodz. All the shops are fitted with the last design according to the Benetton concept and image, aimed at the fast growing number of the new generation of young Polish customers.

UNITED COLORS  
OF BENETTON.

Benetton's new stores are the latest addition to the Group's world-wide sales network that count a total of 7,000 shops in 120 countries. As well as traditional outlets, this includes multi-product megastores of the kind already established in Budapest, Bucharest, Prague, Moscow, Berlin, Barcelona, London, New York, San Francisco, Riyadh.

Benetton now has outlets throughout Eastern Europe and the network is growing steadily. Today there are more than 200 stores in Poland, the Czech and Slovak Republics, Hungary, Romania, Estonia, the Ukraine, Belarus, Russia, Latvia, Croatia, Slovenia, Bosnia, Lithuania and Macedonia.