

**BENETTON GROUP: WEEKLY COMMUNICATION
ON THE SHARES' BUYBACK**

Ponzano, 19 September 2011 – Benetton Group informs that from the 12th to the 16th September the Company purchased a total number of 553,400 Benetton ordinary shares at the average price of Euro 4.785 for a total value of Euro 2,647,763.30.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
12.09.2011	102,200	4.740	484,474.58
13.09.2011	105,300	4.688	493,607.50
14.09.2011	110,000	4.867	535,337.00
15.09.2011	114,200	4.874	556,608.41
16.09.2011	121,700	4.747	577,735.81
TOTAL	553,400	4.785	2,647,763.30

As result of the purchase announced today, Benetton Group holds a total amount of 13,410,782 treasury shares, equal to 7.341% of the share capital.

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