

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 5 December 2008 – Benetton Group communicates that, in the period from 1 to 5 December 2008, the Company purchased a total number of 102,000 Benetton ordinary shares at the average price of Euro 5.450, for a total value of Euro 555,890.33.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.12.01	15,000	5.599	83,989.50
2008.12.02	25,000	5.417	135,424.00
2008.12.03	15,000	5.340	80,095.05
2008.12.04	22,000	5.478	120,524.78
2008.12.05	25,000	5.434	135,857.00
TOTAL	102,000	5.450	555,890.33

Following the purchases announced today, Benetton Group holds a total amount of 9,611,912 treasury shares, equal to 5.262% of the share capital.

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