

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 16 June 2008 – Benetton Group communicates that, in the period from 9 to 13 June 2008, the Company purchased a total number of 275,218 Benetton ordinary shares at the average price of Euro 8.299, for a total value of Euro 2,284,161.98.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

| Date | Number of ordinary shares | Average price per share | Countervalue |
|--------------|---------------------------|-------------------------|---------------------|
| 2008.06.09 | 65,000 | 8.402 | 546,144.00 |
| 2008.06.10 | 10,218 | 8.480 | 86,645.38 |
| 2008.06.11 | 80,000 | 8.362 | 668,959.20 |
| 2008.06.12 | 80,000 | 8.212 | 656,946.00 |
| 2008.06.13 | 40,000 | 8.137 | 325,467.40 |
| Total | 275,218 | 8.299 | 2,284,161.98 |

Following the purchases announced today, Benetton Group holds a total amount of 823.077 treasury shares, equal to 0.451% of the share capital.

For further information and contacts:

Media
+39 0422519036
www.benettongroup.com/press
www.benettonpress.mobi

Investor Relations
+39 0422519412
www.benettongroup.com/investors
www.benettonir.mobi