

## BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 22 September 2008 – Benetton Group communicates that, in the period from 15 to 19 September 2008, the Company purchased a total number of 575,000 Benetton ordinary shares at the average price of Euro 8.007, for a total value of Euro 4,604,271.60.

UNITED COLORS  
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.09.15	106,000	8.154	864,356.00
2008.09.16	107,000	8.109	867,703.00
2008.09.17	113,000	7.987	902,556.00
2008.09.18	119,000	7.853	934,513.80
2008.09.19	130,000	7.963	1,035,142.80
<b>TOTAL</b>	<b>575,000</b>	<b>8.007</b>	<b>4,604,271.60</b>

Following the purchases announced today, Benetton Group holds a total amount of 5,957,700 treasury shares, equal to 3.261% of the share capital.

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