

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

Ponzano, 29 September 2008 – Benetton Group communicates that, in the period from 22 to 26 September 2008, the Company purchased a total number of 657,000 Benetton ordinary shares at the average price of Euro 7.347, for a total value of Euro 4,826,939.50.

UNITED COLORS  
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.09.22	142,000	7.747	1,100,122.50
2008.09.23	135,000	7.388	997,317.85
2008.09.24	120,000	7.296	875,535.00
2008.09.25	100,000	7.249	724,904.15
2008.09.26	160,000	7.057	1,129,060.00
<b>TOTAL</b>	<b>657,000</b>	<b>7.347</b>	<b>4,826,939.50</b>

Following the purchases announced today, Benetton Group holds a total amount of 6,614,700 treasury shares, equal to 3.621% of the share capital.

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