

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

Ponzano, 31 October 2008 – Benetton Group communicates that, in the period from 27 to 31 October 2008, the Company purchased a total number of 185,000 Benetton ordinary shares at the average price of Euro 5.514, for a total value of Euro 1,020,021.50.

UNITED COLORS  
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.10.27	50,000	5.418	270,900.00
2008.10.29	25,000	5.623	140,562.50
2008.10.30	40,000	5.740	229,600.00
2008.10.31	70,000	5.414	378,959.00
<b>TOTAL</b>	<b>185,000</b>	<b>5.514</b>	<b>1,020,021.50</b>

Following the purchases announced today, Benetton Group holds a total amount of 8,593,902 treasury shares, equal to 4.704% of the share capital.

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