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BENETTON GOES MOBILE

**News and events available anytime and anywhere:
on the palm version of the Press website**

Ponzano, 19 April 2007. Via mobile phone, or palmtop, smart phone, Blackberry or PDA. Benetton main site's media sections may now be viewed on the move in a great small-screen presentation, in Italian or English.

To keep an eye on the Benetton world news, www.benettonpress.mobi offers an optimized version of Press site contents with quick, simple access to press releases, event calendars, FAQs, contacts and the *Share Your Feedback* special section featuring an ongoing dialogue with users.

The new [.mobi](http://www.benettonpress.mobi) version steps up the communication and interactivity of a Press site that is particularly attentive to its audience's needs, delivering a wide range of tools and advanced functions such as RSS feeds, email or SMS alerts, event reminders. Not forgetting the innovatory *Image Basket* where over 1,000 photos in various formats and resolutions are available for downloading/sending.

In sync with other ground-breaking news and information websites, Benetton's Press site is increasingly popular, with over 140,000 unique visitors per month and more than 15,000 mailing list subscribers.

For further information:
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www.benettongroup.com/press
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