

2005 Annual Report online on the Investor Relations website BENETTON ANNUAL REPORT BECOMES INTERACTIVE

Ponzano, 20 July 2006. Watch and listen to multimedia contributions on the innovative and multicoloured Benetton world, print, send and bookmark all the pages of the 2005 annual report, download various sections in PDF and Word formats and the main numerical tables in Excel, and - these are just some of the main services offered by the **New Interactive 2005 Annual Report** of the Benetton Group, available from 20 July in Italian and English on the Investor Relations website. www.benettongroup.com/investors



Created by Investis, European leader in the supply of online communication services, the new interactive annual report has a series of in-depth sections with Group news, financial reports and corporate governance information. It also includes many new multimedia ideas such as videos (products, the catwalk of the *Barbie Loves Benetton* collections, Benetton stores in the main capital cities and the behind-the-scenes of the advertising campaigns), audio content (in particular, the Chairman's letter to the shareholders and the introduction from the management) and slideshows of the 2005-2006 autumn winter collections, the concepts of the United Colors of Benetton and Sisley stores and licenses.

"This joint scheme with the Benetton Group, like previous projects, was rewarding and enjoyable for us", commented Simona Ortelli, operations director at Investis Italia. "Their focus on transparent and interactive communication, together with a lively common approach to design, enabled us to create an online annual report that is coherent with Benetton's traditional commitment to innovation and creativity".

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