

**www.benetton.com & www.benettongroup.com**  
**BENETTON DOUBLES ITS ONLINE PRESENCE**  
**The new Benetton sites increasingly specialised**

Ponzano, 23 September 2004. Benetton restyles online and launches two new sites to better fulfil the needs and demands of consumers and of all the company's stakeholders, from the media to investors, shareholders and students all over the world.

UNITED COLORS  
OF BENETTON.

The new **benetton.com** site is a tool intended for consumers and designed to give even more space to the United Colors of Benetton collections with a well-designed graphic interface, easy to read and highly coloured, in line with the Group's image. It joins **benettongroup.com**, the corporate site which gives a detailed description of the Benetton world, from financial info to the creative projects of Fabbrica, with a wealth of pictures and constantly updated news.

The multicoloured menu of the new fashion site **benetton.com** contains the 2004 autumn/winter collections for men, women and children, Undercolors and lifestyle, both illustrated by pictures of the "street people" who animate the latest advertising campaign by the photographer David Sims, and the images of the latest shows. Each product area allows quick and simple access for all visitors to pictures of garments, accessories, footwear and products under licence. In the womenswear and menswear collections special focus is given to the vintage knitwear line which takes its inspiration from past United Colors of Benetton models, where tradition and creativity are combined in the used of style and color. A store locator guides consumers in their search for their nearest outlet, one of the 5,000 stores present in 120 countries.

**Benettongroup.com** instead represents the corporate side of the Benetton Group through specialist sites and sections ([www.benettongroup.com/press](http://www.benettongroup.com/press) and [www.benettongroup.com/investors](http://www.benettongroup.com/investors)) which allow you to obtain clear and comprehensive information and news, interactively and rapidly, on all the Group's activities, including the company's financial results, advertising, human resources and cultural events.

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[www.benetton.com](http://www.benetton.com)  
[www.benettongroup.com](http://www.benettongroup.com)