

BENETTON GROUP OWNS 100% OF BENETTON FORMULA

Ponzano, Italy, October 1st 1996.

This is in reference to reports which have recently appeared in the British press, including an article in The Sunday Times of September 29th 1996.

UNITED COLORS
OF BENETTON.

It is claimed that Mr. Tom Walkinshaw currently owns 35% of Benetton Formula shares. This is incorrect. The Benetton Group has always and continues to own 100% of Benetton Formula.