

BENETTON GROUP PRELIMINARY REVENUE ESTIMATES FOR THE FIRST HALF OF 2008

Ponzano, 9 July 2008 – The Benetton Group advises that estimates of revenues in the first half of the year indicate an increase of around 5%, at constant exchange rates, compared with the first half of 2007.

The expected result takes account both of the new delivery calendar for collections, developed to take advantage of new business opportunities in an ever more dynamic market, and of an exceptional occurrence which caused a temporary delay in the shipment and invoicing of garments in the second quarter of the year.

Based on the first indications for the first half of the year, the Group confirms the guidance for the 2008 financial year as communicated in May.

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OF BENETTON.

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