

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK

Ponzano, 8 August 2011 – Benetton Group informs that from the 1st to the 5th of August the Company purchased a total number of 463,854 Benetton ordinary shares at the average price of Euro 4.626 for a total value of Euro 2,145,862.26.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
01.08.2011	91,000	4.801	436,872.30
02.08.2011	94,000	4.703	442,107.80
03.08.2011	95,854	4.628	443,622.90
04.08.2011	103,000	4.550	468,683.96
05.08.2011	80,000	4.432	354,575.30
TOTAL	463,854	4.626	2,145,862.26

As result of the purchase announced today, Benetton Group holds a total amount of 10,896,764 treasury shares, equal to 5.965% of the share capital.

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