

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK

Ponzano, 16 August 2011 – Benetton Group informs that from the 8th to the 12th of August the Company purchased a total number of 494,069 Benetton ordinary shares at the average price of Euro 4.488 for a total value of Euro 2,217,352.44.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
08.08.2011	114,000	4.497	512,711.00
09.08.2011	89,069	4.388	390,798.86
10.08.2011	116,000	4.511	523,283.08
11.08.2011	115,000	4.445	511,224.30
12.08.2011	60,000	4.656	279,335.20
TOTAL	494,069	4.488	2,217,352.44

As result of the purchase announced today, Benetton Group holds a total amount of 11,390,833 treasury shares, equal to 6.235% of the share capital.

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