

**BENETTON GROUP: WEEKLY COMMUNICATION
ON THE SHARES' BUYBACK**

Ponzano, 22 August 2011 – Benetton Group informs that on 18th and 19th August the Company purchased a total number of 185,000 Benetton ordinary shares at the average price of Euro 4.443 for a total value of Euro 822,037.00.

Details of the transactions on a daily basis:

| Date | Number of ordinary shares | Average price per share | Countervalue |
|--------------|---------------------------|-------------------------|-------------------|
| 18.08.2011 | 75,000 | 4.536 | 340,215.00 |
| 19.08.2011 | 110,000 | 4.380 | 481,822.00 |
| TOTAL | 185,000 | 4.443 | 822,037.00 |

As result of the purchase announced today, Benetton Group holds a total amount of 11,575,833 treasury shares, equal to 6.337% of the share capital.

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