

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

Ponzano, 29 August 2011 – Benetton Group informs that from the 22<sup>nd</sup> to the 26<sup>th</sup> August the Company purchased a total number of 408,549 Benetton ordinary shares at the average price of Euro 4.539 for a total value of Euro 1,854,268.18.

Details of the transactions on a daily basis:

<b>Date</b>	<b>Number of ordinary shares</b>	<b>Average price per share</b>	<b>Countervalue</b>
22.08.2011	65,000	4.469	290,498.10
23.08.2011	75,000	4.441	333,084.85
24.08.2011	111,000	4.598	510,345.26
25.08.2011	91,925	4.578	420,863.75
26.08.2011	65,624	4.564	299,476.22
<b>TOTAL</b>	<b>408,549</b>	<b>4.539</b>	<b>1,854,268.18</b>

As result of the purchase announced today, Benetton Group holds a total amount of 11,984,382 treasury shares, equal to 6.560% of the share capital.

### **For further information and contacts:**

#### **Media**

+39 0422519036

[www.benettongroup.com/press](http://www.benettongroup.com/press)

[www.benettonpress.mobi](http://www.benettonpress.mobi)

#### **Investor Relations**

+39 0422517773

[www.benettongroup.com/investors](http://www.benettongroup.com/investors)

[www.benettonir.mobi](http://www.benettonir.mobi)

UNITED COLORS  
OF BENETTON.