

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

Ponzano, 5 September 2011 – Benetton Group informs that from the 29th August to the 2nd September the Company purchased a total number of 427,500 Benetton ordinary shares at the average price of Euro 4.931 for a total value of Euro 2,108,025.13.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
29.08.2011	45,000	4.770	214,641.00
30.08.2011	115,000	4.861	558,973.60
31.08.2011	60,000	5.031	301,838.50
01.09.2011	95,000	5.001	475,102.00
02.09.2011	112,500	4.955	557,470.03
TOTAL	427,500	4.931	2,108,025.13

As result of the purchase announced today, Benetton Group holds a total amount of 12,411,882 treasury shares, equal to 6.794% of the share capital.

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