

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK

Ponzano, 26 September 2011 – Benetton Group informs that from the 19th to the 23rd September the Company purchased a total number of 600,800 Benetton ordinary shares at the average price of Euro 4.492 for a total value of Euro 2,698,802.70.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
19.09.2011	90,000	4.642	417,773.60
20.09.2011	125,700	4.592	577,208.20
21.09.2011	125,000	4.579	572,364.30
22.09.2011	128,800	4.383	564,497.20
23.09.2011	131,300	4.318	566,959.40
TOTAL	600,800	4.492	2,698,802.70

As result of the purchase announced today, Benetton Group holds a total amount of 14,011,582 treasury shares, equal to 7.67% of the share capital.

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