

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 23 June 2008 – Benetton Group communicates that, in the period from 16 to 20 June 2008, the Company purchased a total number of 230,000 Benetton ordinary shares at the average price of Euro 7.889, for a total value of Euro 1,814,363.90.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.06.16	5,000	8.124	40,617.50
2008.06.17	35,000	8.209	287,311.70
2008.06.18	50,000	8.073	403,636.00
2008.06.19	50,000	7.963	398,125.40
2008.06.20	90,000	7.607	684,673.30
TOTALE	230,000	7.889	1,814,363.90

Following the purchases announced today, Benetton Group holds a total amount of 1,053,077 treasury shares, equal to 0,576% of the share capital.

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