

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 7 July 2008 – Benetton Group communicates that, in the period from 30 June to 7 July 2008, the Company purchased a total number of 410,000 Benetton ordinary shares at the average price of Euro 7.129, for a total value of Euro 2,923,058.10.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.06.30	50,000	7.355	367,747.10
2008.07.01	100,000	7.104	710,363.00
2008.07.02	100,000	7.137	713,668.60
2008.07.03	110,000	7.072	777,878.00
2008.07.04	50,000	7.068	353,401.40
TOTAL	410,000	7.129	2,923,058.10

Following the purchases announced today, Benetton Group holds a total amount of 1,715,450 treasury shares, equal to 0.939% of the share capital.

For further information and contacts:

Media

+39 0422519036

www.benettongroup.com/press

www.benettonpress.mobi

Investor Relations

+39 0422519412

www.benettongroup.com/investors

www.benettonir.mobi