

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 14 July 2008 – Benetton Group communicates that, in the period from 7 to 11 July 2008, the Company purchased a total number of 432,465 Benetton ordinary shares at the average price of Euro 6.895, for a total value of Euro 2,981,934.59.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.07.07	83,414	7.190	599,723.41
2008.07.08	109,000	6.965	759,162.40
2008.07.09	25,051	7.082	177,414.28
2008.07.10	105,000	6.827	716,821.50
2008.07.11	110,000	6.626	728,813.00
TOTAL	432,465	6.895	2,981,934.59

Following the purchases announced today, Benetton Group holds a total amount of 2,147,915 treasury shares, equal to 1.176% of the share capital.

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