

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 8 August 2008 – Benetton Group communicates that, in the period from 4 to 8 August 2008, the Company purchased a total number of 463,329 Benetton ordinary shares at the average price of Euro 7.322, for a total value of Euro 3,392,376.31.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.08.04	70,000	7.183	502,816.00
2008.08.05	120,000	7.230	867,639.80
2008.08.06	95,000	7.377	700,798.00
2008.08.07	60,000	7.346	440,764.80
2008.08.08	118,329	7.440	880,357.71
TOTAL	463,329	7.322	3,392,376.31

Following the purchases announced today, Benetton Group holds a total amount of 4,026,470 treasury shares, equal to 2.204% of the share capital.

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