

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

UNITED COLORS
OF BENETTON.

Ponzano, 18 August 2008 – Benetton Group communicates that, on 13 August 2008, the Company purchased a total number of 110,000 Benetton ordinary shares at the average price of Euro 7.379, for a total value of Euro 811,690.00.

Following the purchases announced today, Benetton Group holds a total amount of 4,136,470 treasury shares, equal to 2.264% of the share capital.

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