

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 8 September 2008 – Benetton Group communicates that, in the period from 1 to 5 September 2008, the Company purchased a total number of 364,355 Benetton ordinary shares at the average price of Euro 7.764, for a total value of Euro 2,828,711.67.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.09.01	30,406	7.351	223,500.76
2008.09.02	74,949	7.852	588,510.71
2008.09.03	88,000	7.877	693,141.80
2008.09.04	85,000	7.858	667,900.00
2008.09.05	86,000	7.624	655,658.40
TOTAL	364,355	7.764	2,828,711.67

Following the purchases announced today, Benetton Group holds a total amount of 5,020,400 treasury shares, equal to 2.748% of the share capital.

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