

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 13 October 2008 – Benetton Group communicates that, in the period from 6 to 9 October 2008, the Company purchased a total number of 666,200 Benetton ordinary shares at the average price of Euro 5.828, for a total value of Euro 3,882,514.23.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.10.06	152,000	6.150	934,755.28
2008.10.07	148,200	5.893	873,400.50
2008.10.08	186,000	5.699	1,059,925.45
2008.10.09	180,000	5.636	1,014,433.00
TOTAL	666,200	5.828	3,882,514.23

Following the purchases announced today, Benetton Group holds a total amount of 8,029,046 treasury shares, equal to 4.395% 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