

## **BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME**

Ponzano, 27 October 2008 – Benetton Group communicates that, in the period from 20 to 24 October 2008, the Company purchased a total number of 131,871 Benetton ordinary shares at the average price of Euro 5.910, for a total value of Euro 779,366.29.

UNITED COLORS  
OF BENETTON.

Details of the transactions on a daily basis:

<b>Date</b>	<b>Number of ordinary shares</b>	<b>Average price per share</b>	<b>Countervalue</b>
2008.10.20	24,568	6.115	150,225.70
2008.10.21	44,541	6.015	267,930.95
2008.10.22	8,454	5.900	49,878.60
2008.10.23	24,308	5.794	140,832.04
2008.10.24	30,000	5.683	170,499.00
<b>TOTAL</b>	<b>131,871</b>	<b>5.910</b>	<b>779,366.29</b>

Following the purchases announced today, Benetton Group holds a total amount of 8,408,902 treasury shares, equal to 4.603% of the share capital.

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