

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 2 February 2009 – Benetton Group communicates that on 29 and 30 January 2009 the Company purchased a total number of 29,112 Benetton ordinary shares at the average price of Euro 5.580, for a total value of Euro 162,458.69.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2009.01.29	25,000	5.569	139,230.00
2009.01.30	4,112	5.649	23,228.69
TOTAL	29,112	5.580	162,458.69

Following the purchases announced today, Benetton Group holds a total amount of 10,280,910 treasury shares, equal to 5.628% of the share capital.

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