

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 24 November 2008 – Benetton Group communicates that, in the period from 17 to 21 November 2008, the Company purchased a total number of 154,806 Benetton ordinary shares at the average price of Euro 5.348, for a total value of Euro 827,832.27.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.11.17	14,806	5.621	83,221.27
2008.11.18	50,000	5.505	275,255.00
2008.11.19	20,000	5.376	107,525.80
2008.11.20	30,000	5.218	156,551.20
2008.11.21	40,000	5.132	205,279.00
TOTAL	154,806	5.348	827,832.27

Following the purchases announced today, Benetton Group holds a total amount of 9,302,708 treasury shares, equal to 5.092% of the share capital.

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