

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 12 January 2009 – Benetton Group communicates that, in the period from 7 to 9 January 2009, the Company purchased a total number of 127,000 Benetton ordinary shares at the average price of Euro 5.921, for a total value of Euro 751,924.00.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2009.01.07	40,000	6.007	240,260.00
2009.01.08	43,000	5.947	255,713.00
2009.01.09	44,000	5.817	255,951.00
TOTAL	127,000	5.921	751,924.00

Following the purchases announced today, Benetton Group holds a total amount of 10,009,912 treasury shares, equal to 5.480% of the share capital.

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