

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

Ponzano, 1 August 2011 – Benetton Group, following the press release dated July 28, informs that on July 29 the Company purchased a total number of 87,000 Benetton ordinary shares at the average price of Euro 4.82 for a total value of Euro 419,310.20.

As result of the purchase announced today, Benetton Group holds a total amount of 10,432,910 treasury shares, equal to 5.711% of the share capital.

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