

Over 200 shops in Far East BENETTON OPENS A NEW MEGASTORE IN HONG KONG

Ponzano, Italy, 15 April, 1999. Green light for Benetton's new megastore in Hong Kong, which will be opened in April of 1999. The new megastore is on Park Lane Shopper's Boulevard, Nathan Road, one of the city's main shopping streets. With a floor area of around 6000 square feet, it is Benetton's largest outlet in the area.

The new flagship store will be selling the full range of United Colors of Benetton, Zerododici and Zerotondo's brands. It also offers an extensive selection of accessories and footwear.

UNITED COLORS
OF BENETTON.

Throughout the area Benetton is constantly increasing its presence through, not only the opening of the megastore, but also other stores. The latest are located in, for example, shopping malls such as the new extension of Harbour City in Tsimshatsui and the Festival Walk in Yau Yat Chuen. In addition, Benetton's first childrenswear store, Zerododici, will be opened in the Ocean Terminal, Tsimshatsui.

Hong Kong is the latest addition to the Group's worldwide sales network. The company's current emphasis is on greater size, to offer customers the possibility to purchase Benetton's complete range of products in one location. Examples of this are the notorious multi-purpose megastores opened, for example, in London, New York, San Francisco, Madrid, Budapest, Rome. Another will be opened in Tokyo this year. Highly successful from a commercial point of view, these stores are also places for people to gather and meet friends. They affirm Benetton's image, not only as a worldwide clothing business, but as promoter of a young, open-minded, international life-style.

For the Benetton Group, the Far East constitutes a very important market, given the sophisticated tastes of the local clientele. It is also an area of fierce competition, with international companies showing an increasing interest in its potentials. Benetton's network in the Far East (excluding Japan) is now over 200 shops.