

**Almost 300 outlets in South America  
BENETTON OPENS ITS FIRST MEGASTORE IN SOUTH AMERICA, AT  
SAN PAOLO IN BRAZIL**

UNITED COLORS  
OF BENETTON.

Ponzano, 12 November 1997. Benetton's first megastore in South America is inaugurated by Luciano Benetton today, in San Paolo, Brazil. It is situated in Rua Oscar Freire, Brazil's equivalent of Bond Street, one of the most prestigious shopping streets in the continent. With an area of 1,000 square metres, the new megastore is the third largest outlet in Benetton's world-wide retail network. In addition to the latest United Colors of Benetton men's and women's collections, it will be selling Sisley brand lines – making their debut on the Brazilian market – and the full range of 012 and Zerotondo children's wear. These have sold extremely well in Brazil, making Benetton the market leader in children's clothing. A wide choice of accessories and footwear completes the range.

The new flagship store in San Paolo is the latest addition to the Group's world-wide retail network, where the emphasis is on greater size and quality. This is demonstrated by the megastores opened in London (Benetton's largest), New York, Madrid, Frankfurt, Bucharest, Prague and other cities around the world. 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 global clothing business, but as promoters of an open, international lifestyle. The new megastore in San Paolo also incorporates a cafeteria, and a large VideoWall, displaying images broadcast by satellite television channels from around the world. Another large screen, installed in the children's department, broadcasts cartoons and children's films non-stop.

In parallel with the inauguration of the San Paolo megastore, the Benetton Group is opening ten or so new stores in the principal state capitals, bringing the total number of sales outlets in Brazil to 150. Benetton's network in South America is now approaching 300 stores.