

**Four new megastores will open soon**  
**BENETTON SPEEDS UP THE OPENING OF MEGASTORES IN JAPAN**

Ponzano, July 11<sup>th</sup> 2002 - Benetton Japan announced today during a press conference with Luciano Benetton, Chairman of Benetton Group S.p.A., the openings of three new Megastores in 2002, in Kyoto, Sapporo and Shinjuku.

The fourth megastore will open by the beginning of 2003 in Shinasatbashi and it will include the third location of *Fabrica Features*: after Bologna and Lisbon, it represents a space devoted to creativity and communication, reaching out from the Treviso headquarters of Fabrica (Benetton's communication research centre) around the world, creating a meeting place where different cultures and traditions may meet and mix.

UNITED COLORS  
OF BENETTON.

Benetton has opened successfully five flagship stores in Japan so far, including the Tokyo Megastore in Omotesando (opened in December 2000), that has succeeded to appear as the showcase megastore within Japan.

The decision to expand the megastore network in Japan shows the importance of this market for Benetton Group and, furthermore, it enhances Benetton's image to Japanese consumers.

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