

## **BERNARDO LECCI NEW ADVERTISING DIRECTOR OF BENETTON GROUP**

UNITED COLORS  
OF BENETTON.

Ponzano, 15th January 2010. Bernardo Lecci, 39, is the new Advertising Director of Benetton Group. Lecci, who has held roles of increasing responsibility in company in the area of advertising, takes the place of Paolo Landi who leaves the position at the beginning of 2010, following an 18-year collaboration with the Group.

Wishing Paolo Landi every success with his future career, Benetton thanks him for his dedication, which has contributed to the success of many communication campaigns that were the focus of international cultural debate.

Benetton will continue this story of successes with the support of internal structures and resources, confirming – with continuity of commitment and results – its innovative vision of corporate and fashion communication.

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