

LUIGI DE PUPPI WILL BE BENETTON'S NEW MANAGING DIRECTOR

Ponzano, 4th May 2001. The new Managing Director of Benetton Group will be Luigi de Pippi, 59 years old, who for the last six years has held the analogous position with Electrolux Zanussi.

With a degree in Economics and Business from the L. Bocconi University in Milan, he has gained extensive experience, both in Italy and abroad, in companies including Arthur Andersen, Olivetti and Montedison, where he specialised in financial management.

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OF BENETTON.

In addition to numerous top managerial positions held in Electrolux Group companies in Italy and abroad, de Pippi is President of Cometa (metal workers pension fund), is a member of the Board of Directors of Federmeccanica and sits on the Boards of Banca Friuladria (Banca Intesa Group) and Kataweb.

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