

Piazza Venezia is the setting for the Group's largest store in the Italian capital
NEW BENETTON MEGASTORE OPENS TODAY IN ROME

UNITED COLORS
OF BENETTON.

Ponzano, 19 March 1998 – From today Benetton has a frontage on Rome's historic Piazza Venezia. Its new megastore, with three spacious windows, is the Group's largest and best stocked outlet in the Italian capital. The starting signal was given by Grand Prix driver Giancarlo Fisichella, a native of Rome and member of Benetton's Formula One team. He showed all his usual dynamism, and a sense of humour, in the new role of shop assistant, handing out pullovers and T-shirts to an enthusiastic gathering of fans.

Rome's new megastore is laid out on three floors of a distinguished eighteenth-century building, in an area of great historical, cultural and commercial importance that lies between the Via del Corso, the Quirinale, Corso Vittorio Emanuele, the Capitol and the Roman Forum. The new store stocks the full range of products from the United Colors of Benetton, 012, Zerotondo and Mamma of Benetton collections. There is also a wide choice of accessories and footwear.

New in Italy is the hairdressing service for under 12s, in a corner of the children's department on the mezzanine level. To the delight of younger customers the area features a large aquarium, also visible from the ground floor. In keeping with international practice, and to provide a better service, Benetton's Rome megastore is open seven days a week, and does not close at lunch-time.

The new megastore is the latest addition to the Group's world-wide sales network. The current emphasis is on greater size and quality, as demonstrated by the multi-purpose megastores opened in such major cities as London, New York, San Francisco, Madrid, Bucharest, Budapest, Moscow, São Paulo (Brazil), Riyadh and Jeddah. By offering complete collections of clothing and accessories, combined with a number of new services, the outlets have become places for people to gather and meet friends. They affirm the Benetton image, and the young, open, international lifestyle embodied by the Group.