

Benetton continues to expand in Germany NEW MEGASTORE OPENED IN BERLIN

Munich, 01 July 2004. Benetton Group continues its expansion process in Germany: a new store will be inaugurated today in Berlin, in Tauentzienstrasse 18a. The new flagship store is in the heart of the German capital, not far from one of the most evocative monuments of world history, the Gedächtniskirche (memorial church).

UNITED COLORS
OF BENETTON.

The megastore's three floors, totalling approximately 800 square metres, offer the full range of United Colors of Benetton and Sisley collections for women, men and children, plus a wide selection of accessories.

The ground floor will appeal to the young, sporty woman and offers a vast assortment of casual fashions. The products on the first floor are designed for a woman who prefers a more classic style. The second floor is given over to a wide range of products for children and men.

The megastore is furnished using the new TWINS concept designed to highlight the collections' different styles to best effect. The wall display systems create a functional backdrop for individual product themes. This simple, clear display system and the warm, friendly atmosphere created by the TWINS concept allow customers to relax and enjoy their shopping experience.

Thanks to their constantly refreshed, comprehensive product selection and excellent customer services, United Colors of Benetton megastores have become the finest international showcase of Benetton Group's brands, style and image.

The new store strengthens Benetton's presence in the German market, whose economic development Benetton regards with confidence and optimism. For this reason a plan to further strengthen the retail network has been initiated, which will include the enlargement of existing stores and the opening of new stores in many German cities, including Bremen, Stuttgart, Cologne, Dortmund, Hamburg and Munich.

For more information: +49 89 12 445 161