

S I S L E Y

Statement on a fake Sisley campaign

20 July, 2007

In the recent days, images which are told to be part of the new Sisley advertising campaign have been published in internet.

One of these images shows some girls "sniffing a vest". The allusion to drugs and alcohol is more than clear. We would like to clearly state that the Sisley brand (and the Benetton company) has nothing to do with these images and therefore we refuse to be linked with them.

Please also note that these images infringe Benetton's rights in the Sisley trademark. Our Legal Department has therefore been retained to take all advisable actions to protect the company's rights and interests.

The next Sisley campaign will instead have a very special testimonial, Stephanie Seymour, worldwide recognized as an icon of fashion and beauty.

www.sisley.com

www.benettongroup.com/press

www.benettonpress.mobi