

**BENETTON GROUP: WEEKLY COMMUNICATION
ON THE SHARES' BUYBACK**

Ponzano, 3 October 2011 – Benetton Group informs that on 26th and 27th October the Company purchased a total number of 190,000 Benetton ordinary shares at the average price of Euro 4.495 for a total value of Euro 854,022.91.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
26.09.2011	100,000	4.342	434,214.21
27.09.2011	90,000	4.665	419,808.70
TOTAL	190,000	4.495	854,022.91

As result of the purchase announced today, Benetton Group holds a total amount of 14,201,582 treasury shares, equal to 7.774% of the share capital.

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