

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 22 December 2008 – Benetton Group communicates that, in the period from 15 to 19 December 2008, the Company purchased a total number of 126,000 Benetton ordinary shares at the average price of Euro 5.473, for a total value of Euro 689,545.81.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.12.15	15,000	5.366	80,494.5
2008.12.16	18,000	5.403	97,262.91
2008.12.17	30,000	5.425	162,749.00
2008.12.18	30,000	5.515	165,451.40
2008.12.19	33,000	5.563	183,588.00
TOTAL	126,000	5.473	689,545.81

Following the purchases announced today, Benetton Group holds a total amount of 9,849,412 treasury shares, equal to 5.392% of the share capital.

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