

BENETTON GROUP: WEEKLY COMMUNICATION ON THE SHARES' BUYBACK PROGRAMME

Ponzano, 25 August 2008 – Benetton Group communicates that, in the period from 18 to 22 August 2008, the Company purchased a total number of 260,575 Benetton ordinary shares at the average price of Euro, for a total value of Euro 3,392,376.31.

UNITED COLORS
OF BENETTON.

Details of the transactions on a daily basis:

Date	Number of ordinary shares	Average price per share	Countervalue
2008.08.18	60,575	7.372	446,562.60
2008.08.19	100,000	7.277	727,740.00
2008.08.20	35,000	7.156	250,463.00
2008.08.21	30,000	7.040	211,192.50
2008.08.22	35,000	7.122	249,286.95
TOTAL	260,575	7.235	1,885,245.05

Following the purchases announced today, Benetton Group holds a total amount of 4,397,045 treasury shares, equal to 2.407% of the share capital.

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