

## LUCIANO BENETTON AND GEROLAMO CACCIA DOMINIONI BUY BENETTON GROUP SHARES

Ponzano, 18 January 2008 - Luciano Benetton, Chairman of Benetton Group and Gerolamo Caccia Dominioni, Managing Director, have purchased in the last 24 hours 330,000 and 50,000 Benetton shares respectively.

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OF BENETTON.

"Benetton Group has solid fundamentals and I am convinced that recent market reaction is based purely on considerations determined by factors unrelated to the trend of the Company's performance and which do not reflect the current and future value of the share" stated Caccia Dominioni, confirming also forecasts for a 9% growth in revenues in 2007 and an increase in EBITDA of over 20%.

### **Disclaimer**

*This document includes forward-looking statements, relative to future events and income and financial results of the Benetton Group. These forecasts, by their nature, include an element of risk and uncertainty, since they depend on the outcome of future events and developments. The actual results may differ even quite significantly from those stated due to a multiplicity of factors.*

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