

BENETTON GROUP PURCHASES TREASURY SHARES

Ponzano, 14 May 2008 – Benetton Group, following the press release published on 7 May 2008, communicates that today has started the buy back programme authorised by the Shareholders' Meeting held on 24 April 2008, through the purchase of 30,000 Benetton ordinary shares at the average price of Euro 8.79787, for a total value of about Euro 263,936.10.

UNITED COLORS
OF BENETTON.

For further information and contacts:

Media

+39 0422519036

www.benettongroup.com/press

www.benettonpress.mobi

Investor Relations

+39 0422519412

www.benettongroup.com/investors

www.benettonir.mobi