

BENETTON GROUP SPA

Board of Directors Meeting following the announcement by Edizione S.R.L. of a voluntary public purchase offer

Ponzano, February 2, 2012, at 01.40 p.m. CET – The Company advises that the Board of Directors held an urgent meeting today, following the announcement by Edizione S.R.L., yesterday evening, of the decision to make a public offer for all ordinary shares of the Company, with the objective of the purchase of the entire share capital of Benetton Group S.p.A. and the cancellation of the listing of the shares on the Mercato Telematico Azionario managed by Borsa Italiana S.p.A. (Italian Stock Exchange).

UNITED COLORS
OF BENETTON.

The Board of Directors took note of the communication by the parent company and resolved to appoint Morgan Stanley as financial advisor and Francesco Gianni and Roberto Cappelli of Studio Gianni, Origoni, Grippo, Cappelli & Partners as legal advisors.

For further information:

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