

BENETTON GROUP PRELIMINARY CONSOLIDATED REVENUES FOR 2004 OF 1,685 MILLION EURO

UNITED COLORS
OF BENETTON.

Ponzano, February 1st 2005 – Benetton Group reports that **preliminary consolidated revenues** for 2004 (*), subject to approval by the Board of Directors on March 31, 2005, were 1,685 million euro against 1,859 million euro for 2003 – substantially in line with the figure previously communicated - influenced by the disposal of the sports equipment business in the previous financial year and by the persistent weakness of foreign currencies.

Preliminary consolidated revenues for the casual clothing sector, which represent around 90% of the total, were down by around 4.7% to 1,505 million euro, in the face of persistent caution in demand and the resultant impacts on both autumn reorders and the 2005 spring-summer collections. **Volumes** in 2004 were substantially unchanged compared with the previous year.

(*) preliminary unaudited data

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