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Sociedade Gestora de Participações Sociais, SA.

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SIC rose in February to 26.3%

An excellent month of February. SIC was the FTA channel which gained the most in February, in relation to January, showing a gain in all schedules over the day, making it the best month since February 2007. The average audience of 26.3%, in February, is almost a gain of 1 percentage point in relation to January.

In accumulated terms, SIC has an average audience of 25.9%, again almost 1 percentage point gain in relation to the average of 2007

Daily Audiences – February 2008

	February 08		January 08		Jan-Feb 08		Jan-Feb 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	24.2	18.2	25.1	18.7	24.7	18.5	26.4	20.1
2:	5.1	5.4	4.9	5.0	5.0	5.2	4.8	4.4
SIC	26.3	25.3	25.5	24.7	25.9	25.0	26.8	27.6
TVI	29.4	29.5	29.6	29.8	29.5	29.7	28.2	28.5
Cable	13.8	19.8	13.8	20.3	13.8	20.1	13.1	18.5
Others	1.2	n.a.	1.0	n.a.	1.1	n.a.	0.8	n.a.

Source: Marktest. * Commercial target audience ABC1C2 15-54

The audience's evolution in the main schedules, in relation to last January was positive, namely:

- In the morning's, SIC rose to 28.8%, a return to the number one spot, since June 2005. The talk-show "Fatima" kept the leadership, and the news "Primeiro Jornal" led on the weekdays, first time since September 2004. Since February 18th, SIC Notícias started to broadcast its Morning show (from 6 to 9 am), in simultaneous with SIC, which also benefited the audiences level.
- In afternoon's, SIC rose to 24.2%. The re-run of "Terra Nostra" is gaining audience, the talk-show "Contacto" return to number one, and the soap "Sete Pecados", rose mainly between the 19 and 20 time slot
- Rise in prime-time to 26.5%, with a good performance of the news "Jornal da Noite", from the soap's and the return of soccer to SIC night's. The brazilian soap "Duas Caras", with an average of 33.6% in February, leads its time-slot.
- In the late-night SIC rose to 30.4%, Recovering the leadership in the schedule.

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Prime Time Audiences - February 2008

	February 08		January 08		Jan-Feb 08		Jan-Feb 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	22.2	18.7	22.8	18.9	22.5	18.9	25.3	20.8
2:	4.7	5.8	4.6	5.3	4.6	5.5	4.4	4.6
SIC	26.4	25.7	25.5	24.7	26.0	25.3	27.9	29.2
TVI	33.4	32.5	33.4	32.5	33.4	32.6	31.2	30.6
Cable	12.1	17.2	12.7	18.6	12.4	17.9	10.8	14.8
Others	1.2	n.a.	1.0	n.a.	1.1	n.a.	0.6	n.a.

Source: Marktest. * Commercial target audience ABC1C2 15-54

SIC Notícias increases its cable leadership

Was also a good month on the Cable, with all SIC channels gaining in relation to January. **SIC Notícias** ended the month with the average at 12.4%. **SIC Radical** rose to 3.7%, with the new programming grid released in February, and **SIC Mulher** also rose to 3.7%.

Cable Audiences

	Feb 2008		Feb 2007
SIC Notícias	12.4%	SIC Notícias	11.3%
AXN	10.0%	AXN	9.9%
Panda	8.5%	Panda	9.6%
FOX	6.1%	FOX	5.4%
Hollywood	4.8%	RTPN	5.2%
FOX Life	4.7%	Hollywood	4.4%
RTPN	4.4%	SIC Radical	3.7%
SportTV	4.0%	Odisseia	3.8%
SIC Mulher	3.7%	SportTV	3.1%
SIC Radical	3.7%	SIC Mulher	3.0%
Total Cable Channels	31.1%	Total Cable Channels	29.9%

Source: Marktest

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