

IMPRESA SGPS SA

PRESS RELEASE

IMPRESA launches a new publication - Expresso Imobiliário Classificados

Sojornal, the company which produces Expresso, and controlled by IMPRESA, has made a partnership with Multivector, owner of largest Professional real estate portal in Portugal - Okapa.com. As result of this agreement the portal will be called Expressoimobiliario.pt (Expresso real estate).

Simultaneously, Expresso, in partnership with Multivector, will bet on the "Reverse Publishing", by publishing the information existing on Internet portal.

Thus, Expresso will publish a magazine, called **Expresso Imobiliário Classificados** (Expresso real estate classifieds), with two editions: North/Center and South. Each edition will have 196 pages, with over 7.500 small ads, to be published every month with cover price of 1.95€.

It will a new way to present classifieds in paper, since all the ad's will have colour pictures, organized by location, type, size and price, making it easier everyone who wants to buy or sell a house, land, office, etc, in a publication with the Expresso credibility.

The first edition will be published May 12th.

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