

IMPRESA SGPS SA
Open Society
Share Capital Eur 84.000.000
Fiscal Number/CRC 502 437 464

PRIVILEGED INFORMATION

IMPRESA acquires 50% stakes in EDIMPRESA and OFFICE-SHARE

According to the article no. 248^o of Portuguese Securities Code and to the Rule no. 4/2004 of CMVM regulation, “IMPRESA – Sociedade Gestora de Participações Sociais, S.A.” informs that has agreed with “EDIPRESSE”, to acquire the 50% stake in “EDIMPRESA – EDITORA, LDA” and the 50% stake in “OFFICE SHARE – GESTÃO DE IMÓVEIS E SERVIÇOS, LDA”.

With the completion of this transaction, IMPRESA will own, directly and indirectly, 100% of share capital of the two companies above mention. The total investment in these two operations will be 26.5 Million Euros.

“This decision will make Group IMPRESA stronger, with greater ability to develop its contents across multiplatform, both in Portugal and abroad, taking advantage of its the brands strengths’. The talent and contents available in EDIMPRESA, along with the editorial and organizational synergies, and the reach of the Portuguese language, are fundamental to IMPRESA’s growth”, said Francisco Pinto Balsemão, Chairman and CEO of IMPRESA.



EDIMPRESA is one the main magazines publishers in Portugal, including the leading titles Visão, Caras, Activa, Telenovelas, TV Mais, Cosmopolitan, Exame, FHM, Exame Informática, Casa Claudia, amongst their portfolio. EDIMPRESA 2007 turnover reached 72.4 Million Euros. IMPRESA consolidated 50% of EDIMPRESA accounts.

This acquisition will be subject to a decision of no-opposition by Portuguese Competition Authorities (AdC).

Lisbon, May 14th, 2008

By IMPRESA Board of Directors

José Freire
Director Investor Relations
Phone: 351 21 392 9780
E-mail: jfreire@impresa.pt