

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 7/2009, July 31st, 2009

SIC rises in July to 24.4%

The various changes in programming in June have continued to push SIC audiences higher. In July SIC made another gain to 24.4%, a rise of 0.9 percentage points in relation last June, with another important gain in the prime-time period. In relation to July 2008 SIC registers a loss of 0.3 pp, while in the commercial target reached 24.8% in June, a 1.9 pp higher than in July 2008.

Full Day Audiences – July 2009

	Jul 09		Jul 08		Jan-Jul 09		Jan-Jul 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	21.9	16.0	21.7	16.9	23.8	17.9	23.3	17.7
2:	7.1	7.3	6.7	6.4	5.7	5.9	5.4	5.6
SIC	24.4	24.8	24.7	22.9	23.6	24.1	25.6	24.3
TVI	27.9	26.9	31.1	31.4	29.5	28.5	30.3	30.4
Cable	17.5	23.7	14.3	20.2	16.1	22.1	14.0	20.2
Others	1.2	n.a.	1.6	n.a.	1.3	n.a.	1.4	n.a.

Source: Markttest. * Share in commercial "target" ABC1C2 15-54

The evolution in the main schedules in July versus the previous month is the following:

- In the mornings, SIC rose to 24.4%, with the start of the Summer programming.
- In the afternoon's, SIC rose to 23.0%.
- In prime-time, SIC rose to 25.7%, 1.7 pp higher. On the commercial target, the audiences reached 27.1%, over 1.9 pp.
- In the late-night, SIC rises to 26.8%.

Audiências Prime Time Audiences– July 2009

	Jul 09		Jul 08		Jan-Jul 09		Jan-Jul 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	20.0	16.2	19.8	16.9	22.0	18.0	21.3	17.9
2:	5.8	7.1	5.8	6.9	4.9	5.9	5.0	6.1
SIC	25.7	27.1	24.5	23.5	23.8	25.2	25.2	24.2
TVI	33.2	30.4	36.6	35.7	34.6	32.5	34.9	34.1
Cable	14.3	19.2	11.8	17.0	13.6	18.3	12.3	17.8
Others	1.0	n.a.	1.4	n.a.	1.2	n.a.	1.3	n.a.

Source: Markttest. * Share in commercial "target" ABC1C2 15-54



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SIC Notícias remains the leader

SIC Notícias kept its number one position with 10.9%, with 2.5 percentage point's distance from the 2nd channel. **SIC Radical** has dropped to 3.7%, while **SIC Mulher** dropped to 2.9%.

Cable Audiences

	Jul 2009		Jul 2008
SIC Notícias	10.9%	SIC Notícias	11.2%
AXN	8.5%	AXN	8.9%
Panda	6.7%	Panda	8.3%
RTPN	6.6%	RTPN	6.8%
Hollywood	5.6%	Hollywood	5.9%
FOX Life	4.7%	FOX Life	5.4%
FOX	4.3%	FOX	5.2%
SIC Radical	3.7%	SIC Mulher	4.2%
Disney Channel	3.4%	SIC Radical	4.1%
EuroSport	3.3%	Discovery	3.0%
SIC Mulher (12^o)	2.9%	-	-
Total Cable channels	35.8%	Total Cable channels	32.2%

Source: Marktest.

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