

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 9/2010, September 1st 2010

In August, SIC lead the commercial targets

In August, SIC lead the commercial targets amongst the FTA channels, with 23.3%. We also saw SIC gaining 1 percentage point year-on-year, in the commercial target. In general terms, SIC rose its audiences to 23.1%, a gain of 0.7 percentage points against last July, and a bit more in relation to August 2009.

By the end of August, SIC has reached an accumulated average audience of 23.7%, and 24.3% in the commercial target audiences. In both cases, SIC has increased its audiences in relation to August 2009.

Daily Audiences – August 2010

	Aug 10		Aug 09		Jan-Aug 10		Jan-Aug 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	24.3	19.2	24.2	18.2	24.1	18.1	23.8	17.9
2:	7.2	6.8	7.5	7.4	5.4	5.6	6.0	6.1
SIC	23.1	23.3	22.4	22.2	23.7	24.3	23.5	23.9
TVI	25.5	23.2	25.8	24.0	27.3	25.4	29.0	27.9
Cable	17.8	24.3	19.0	26.8	17.9	24.3	16.5	22.7
Others	2.0	n.a.	1.1	n.a.	1.6	n.a.	1.3	n.a.

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

The audience's evolution in August main schedules, in relation to last July showed the following evolution:

- In the morning's, SIC rose to 21.2%.
- In afternoons, SIC rose to 23.9%.
- In the prime-time, SIC rose to 23.7%, while in the commercial target move up to 25.1%.
- In the late-night, SIC declined to 22.3%.

Prime Time Audiences - August 2010

	Aug 10		Aug 09		Jan-Aug 10		Jan-Aug 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	22.0	19.8	23.4	19.4	21.8	18.2	22.2	18.2
2:	5.5	6.1	5.1	6.2	4.6	5.3	4.9	6.0
SIC	23.7	25.1	23.6	24.1	24.1	25.9	23.7	25.1
TVI	31.7	27.2	31.8	28.2	32.6	28.6	34.3	32.0
Cable	15.2	21.8	15.3	22.0	15.7	22.0	13.8	18.8
Others	1.8	n.a.	1.1	n.a.	1.5	n.a.	1.1	n.a.

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



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New releases for September

In September SIC will release various new shows. After last year success, “Portuguese Idol” returns on September 12th. On September 13th, the new afternoon talk show will start – called “Boa Tarde”. On the prime-time schedule, also on the 13th, we will have the first episodes of the new Portuguese soap “Laços de Sangue”, the first joint effort of SIC and TV Globo. This month we will also have the released of the new brazilian soap “Negócios da China”. The news programmes will have new features. In September, SIC signed for the tv rights of Portuguese League Cup, for two extra years.

SIC Notícias remains in the leadership

SIC Notícias remained in the number one spot, with average audience of 11.7%. **SIC Mulher** hit another record breaking month, for 2010, reaching 4.6%, while **SIC Radical** fell to 2.9%.

Cable Audiences

	Aug 2010		Aug 2009
SIC Notícias	11.7%	SIC Notícias	11.0%
AXN	7.6%	AXN	8.5%
FOX	7.4%	Panda	7.2%
Hollywood	5.8%	Hollywood	6.1%
Panda	5.5%	RTPN	4.7%
RTPN	5.0%	Fox Life	4.6%
SIC Mulher	4.6%	FOX	4.3%
RTP Memória	4.4%	Disney Channel	3.9%
Disney Channel	3.4%	SIC Radical	3.8%
Fox Life	3.3%	SportTV	3.7%
SIC Radical (12º)	2.9%	SIC Mulher (12º)	3.1%
Total Cable Channels	35.0%	Total Cable Channels	35.8%

Source: Marktest

Lisbon, September 1st 2010

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