

Press Release

IMPRESA, SGPS, S.A., is releasing the following information to the general public:

IMPRESA Board of directors has announced on the general assembly, done today the April 16th, 2004, that the IMPRESA consolidated revenues have risen 15% on the 1st quarter of 2004, pushed by a strong growth of advertising revenues, which rose 17%.

IMPRESA will release its 1st quarter results on April 26th, after the market close.

Lisbon, April 16th 2004

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