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Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 2/2009, February 2nd 2009

SIC commercial target reaches 27.8% in January

SIC is having a good start for the year in 2009. In January, reached an average audience of 25.9%, representing gains both against January 2008 and December 2008 and puts it back on 2nd place amongst the most watched channels. Also last month confirms the gains amongst the commercial targets, reaching 27.8% with a 3 percentage point's gain in relation to January 2008.

The programming improvements which occurred in January already had the positive impact in the month, mainly on the access prime-time and prime-time, as well as the maintenance of the good performance over the weekends. For February, two new releases are planned, namely the mini serie “A vida privada de Salazar” and the new novela from Globo “Caminho das Índias”, recently released with success in Brazil.

Daily Audiences – January 2009

| | January 09 | | January 08 | | December 08 | |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Share | Target* | Share | Target* | Share | Target* |
| RTP1 | 25.4 | 19.2 | 25.1 | 18.7 | 25.5 | 19.9 |
| 2: | 5.3 | 5.5 | 4.9 | 5.0 | 5.3 | 5.1 |
| SIC | 25.9 | 27.8 | 25.5 | 24.7 | 25.4 | 26.2 |
| TVI | 28.9 | 28.7 | 29.6 | 29.8 | 29.8 | 29.9 |
| Cable | 13.3 | 17.2 | 13.8 | 20.3 | 12.5 | 19.1 |
| Others | 1.2 | n.a. | 1.0 | n.a. | 1.5 | n.a. |

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

The audience's evolution in the main schedules, in relation to last December showed a positive evolution, namely:

- In the morning's, a rise to 24.9%, a gain of 0.6 p.p..
- In afternoons, January closed with 24.4%, juts 0.4 percentage points lower.
- In the prime-time, the month closed with 26.6%, gain of 1 p.p., the highest value for the last 2 years, along with the commercial target reaching 28.8% - 2.2 p.p. higher than in Dec 08.
- Rise in the late-night to 31.4%, more 1.6 p.p. than last December.

Prime Time Audiences - January 2009

| | January 09 | | January 08 | | December 08 | |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Share | Target* | Share | Target* | Share | Target* |
| RTP1 | 23.1 | 18.8 | 22.8 | 18.9 | 23.3 | 19.7 |
| 2: | 4.8 | 5.6 | 4.6 | 5.3 | 4.3 | 5.1 |
| SIC | 26.6 | 28.6 | 25.5 | 24.7 | 25.6 | 26.6 |
| TVI | 33.2 | 32.1 | 33.4 | 32.5 | 34.8 | 33.8 |
| Cable | 11.4 | 14.8 | 12.7 | 18.6 | 10.6 | 14.7 |
| Others | 1.0 | n.a. | 1.0 | n.a. | 1.3 | n.a. |

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



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SIC Notícias hits a new 5 year high in January

In Cable universe, **SIC Notícias** started 2009 with the highest audience for last 5 years, with 15.3%. **SIC Mulher** started year with 3.8%, while **SIC Radical** stood at 4.4% for the month of January.

Cable Audiences

| Jan 2009 | | Jan 2008 | |
|-----------------------------|--------------|-----------------------------|--------------|
| SIC Notícias | 15.3% | SIC Notícias | 11.5% |
| Panda | 8.6% | AXN | 10.6% |
| AXN | 7.8% | Panda | 8.1% |
| RTPN | 5.7% | FOX | 5.8% |
| Hollywood | 5.1% | Fox Life | 5.2% |
| SIC Radical | 4.4% | Hollywood | 5.1% |
| Fox Life | 4.1% | RTPN | 4.7% |
| SportTV | 4.1% | SportTV | 3.9% |
| Disney Channel | 3.8% | SIC Mulher | 3.2% |
| SIC Mulher | 3.8% | SIC Radical (11º) | 3.0% |
| Total Cable Channels | 29.4% | Total Cable Channels | 31.9% |

Source: Marktest

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