

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 8/2009, August 31st, 2009

SIC falls in August to 22.4%

The month of August started with another statistical change in audience measurement system. The main change has been the 7% rise in the number of homes with cable TV, which have surpassed the numbers of homes without cable TV for the first time. This change has been the main responsible for the decline of the FTA channels in August.

SIC audiences moved lower in August, to 22.4%, after its morning and afternoon talk shows showed significant weakness, along with the start of main soccer competitions. The prime-time period continued to deliver the best performance. In accumulated terms, SIC shows a average audience of 23.5%, with 23.9% in commercial target, and with both values already showing gains versus the same period last year.

Full Day Audiences – August 2009

	Aug 09		Aug 08		Jan-Aug 09		Jan-Aug 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	24.2	18.2	22.5	16.8	23.8	17.9	23.2	17.6
2:	7.5	7.4	8.1	8.8	5.9	6.1	5.8	6.0
SIC	22.4	22.2	23.4	22.7	23.5	23.9	25.3	24.1
TVI	25.8	24.0	30.0	29.4	29.0	27.9	30.3	30.3
Cable	19.0	26.8	14.3	20.2	16.5	22.7	14.0	20.2
Others	1.1	n.a.	1.6	n.a.	1.2	n.a.	1.4	n.a.

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

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

- In the mornings, SIC fell to 22.0%.
- In the afternoon's, SIC fell to 21.3%.
- In prime-time, SIC fell to 23.6%, on the commercial target, the audiences reached 24.1%.
- In the late-night, SIC decline to 24.7%.

Audiências Prime Time Audiences– August 2009

	Aug 09		Aug 08		Jan-Aug 09		Jan-Aug 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.4	19.4	20.4	15.9	22.2	18.2	21.2	17.6
2:	5.1	6.3	6.3	6.9	4.9	6.0	5.2	6.2
SIC	23.6	24.1	22.7	22.5	23.7	25.1	24.8	24.0
TVI	31.8	28.2	36.7	36.8	34.3	32.0	35.2	34.4
Cable	15.3	22.0	12.5	17.9	13.8	18.8	12.3	17.8
Others	0.9	n.a.	1.6	n.a.	1.1	n.a.	1.3	n.a.

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



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New shows coming up in September and October

On the next September 14th SIC will start to renovate its programming grid, which will continue well into October. A new look and feel for SIC, helped by new graphics, will also start on that day. On September 14th, the new weekday morning and afternoon talk-shows will start. SIC will also release a new afternoon Brazilian soap “Paraiso”, new US series NCSI, new Portuguese soap “Eterno Amor”. Also we will see the return of “Pop Idol”, the “Gatos Fedorentos”, a new version of 7 o’clock news magazine “Nós por Cá”, and the beginning of Europa Cup group’s phase – with the presence of Benfica, Sporting and Nacional teams.

SIC Notícias remains the leader

SIC Notícias kept its number one position with 11.0%, with 2.5 percentage point’s distance from the 2nd channel. **SIC Radical** maintained its 3.8%, while **SIC Mulher** rose to 3.1%.

Cable Audiences

	Aug 2009		Aug 2008
SIC Noticias	11.0%	SIC Noticias	12.7%
AXN	8.5%	Panda	9.0%
Panda	7.2%	AXN	7.8%
Hollywood	6.1%	RTPN	5.3%
RTPN	4.7%	EuroSport	5.0%
FOX Life	4.6%	FOX	4.9%
FOX	4.3%	Hollywood	4.7%
Disney Channel	3.9%	FOX Life	4.7%
SIC Radical	3.8%	SIC Radical	4.2%
SportTV	3.7%	SIC Mulher	3.9%
SIC Mulher (12^o)	3.1%	-	-
Total Cable channels	35.8%	Total Cable channels	31.7%

Source: Marktest.

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