

IMPRESA Press Release – 01/2009, January 2nd 2009

December - SIC rises to 25.4%

In December SIC showed strong recovery to 25.4%, 1.6 percentage points higher than last November, and 1.2 p.p. higher versus December 2007. The audiences in December, makes it the strongest month for last 7 month's, with big improvement's in prime-time and late-night schedules. This performance was also due SIC programming over the holiday period, which is traditionally delivers stronger ratings than the station average.

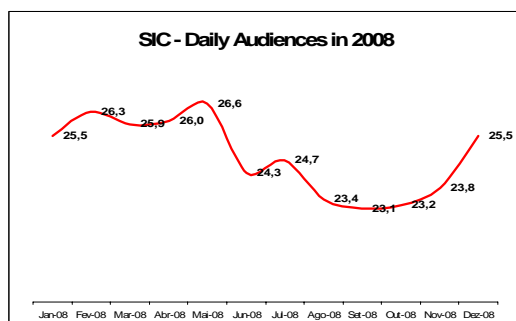
SIC audiences in the commercial target also showed a big improvement, rising 1.6 percentage points to 26.2% versus November 2008, and 2.2 p.p. year-on-year.

In annual terms, SIC ends 2008 with an average audience of 24.9%, just under the 25.1% of 2007, and with 1.1 percentage point advantage in relation to the third operator.

Daily Audiences – December 2008

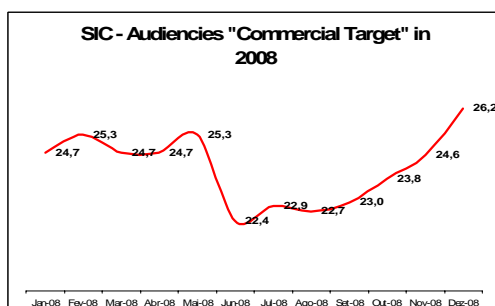
	Dec 08		Dec 07		Jan-Dec 08		Jan-Dec 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	25.5	19.9	25.3	19.3	23.8	18.1	25.2	19.3
2:	5.3	5.1	5.5	5.2	5.6	5.7	5.2	5.0
SIC	25.4	26.2	24.2	24.0	24.9	24.2	25.1	24.7
TVI	29.8	29.9	29.6	30.9	30.5	30.4	29.0	29.1
Cable	12.5	19.1	13.9	20.4	13.8	19.7	14.4	20.8
Others	1.5	n.a.	1.5	n.a.	1.4	n.a.	1.0	n.a.

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



The audience's evolution in the main schedules, in relation to last November, was namely:

- In the morning's, SIC fell to 24.3%, in spite of a good performance over the weekends.
- In afternoon's, SIC rose to 24.8%, a gain of 1.9 p.p..
- In prime-time, SIC rose to 25.6%, gain of 2.7 p.p..
- In the late-night, SIC rose to 30.2%, a gain of 2.6 p.p., and returns to the schedule leadership.



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

Prime Time Audiences - December 2008

	Dec 08		Dec 07		Jan-Dec 08		Jan-Dec 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.3	19,7	23.1	18.9	21.8	18.3	24.3	20.3
2:	4.3	5.1	4.5	5.0	5.0	5.9	4.8	5.1
SIC	25.6	26.6	25.8	25.5	24.2	23.9	24.9	25.1
TVI	34.8	33,8	32.5	32.6	35.7	34.8	33.0	32.4
Cable	10.8	14.7	12.6	18.0	12.0	17.2	12.3	17.4
Others	1.3	n.a.	1.2	n.a.	1.2	n.a.	0.8	n.a.

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

In the beginning of the New Year SIC will go ahead with some changes on its schedule. On January 5th, SIC will start its new soap “Três Irmãs” followed by new daily information show “Nós Por Cá”. Also on that day the morning talk-show “Fátima” will be on the air completely renovated and with new contents.

SIC Notícias expands its leadership to 13.1% in December

In December, the 3 SIC cable channels reached 21.8% of the cable audience. **SIC Notícias** rise was fundamental for this growth, with 13.1%. In 2008, **SIC Notícias** rose its yearly audiences to 12.3%, which is highest value for the last 3 years. **SIC Mulher** after reaching 4.2% in December, ends 2008 with average of 4%, the highest value since the channel begun. **SIC Radical** ended the year with 4.2%, which represents a significant jump from the 3.5% average of 2007.

Cable Audiences

	2008		2007
SIC Notícias	12.3%	SIC Notícias	11.6%
AXN	9.1%	AXN	10.4%
Panda	8.3%	Panda	8.2%
Hollywood	5.5%	FOX	5.2%
RTPN	5.1%	Hollywood	5.1%
FOX	5.1%	RTPN	4.9%
FOX Life	4.6%	SportTV	3.9%
SIC Radical	4.2%	SIC Mulher	3.5%
SIC Mulher	4.0%	SIC Radical	3.3%
SportTV	3.9%	Odisseia	3.1%
Total Cable Channels	30.7%	Total Cable Channels	31.6%

Source: Markttest

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