

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 04/2007, April 2nd 2007**SIC ends the 1st quarter with 26.5%**

SIC ended the 1st quarter 2007 with a gain of 1.9 percentage points versus the 1st quarter 2006. In the commercial target, the gain was superior to 4 percentage points. In the prime-time period, the gains were higher, with commercial target audiences rising 5.3 percentage points versus the 1st quarter 2006.

March was a difficult month for SIC, overcome by the 15 soccer matches broadcasted by the two competitor's channels during the month. Nevertheless, SIC obtained a gain of 1 p.p. versus March 2006. In March, the new SIC Portuguese soap "Vingança" has confirmed its success.

Daily Audiences – March 2007

| | Mar 07 | | Mar 06 | | Jan-Mar 07 | | Jan-Mar 06 | |
|---------------|--------|---------|--------|---------|------------|---------|------------|---------|
| | Share | Target* | Share | Target* | Share | Target* | Share | Target* |
| RTP1 | 27.6 | 21.3 | 25.8 | 20.6 | 26.8 | 20.5 | 24.9 | 19.5 |
| 2: | 4.4 | 4.0 | 5.0 | 4.9 | 4.7 | 4.3 | 4.9 | 4.8 |
| SIC | 25.8 | 26.6 | 24.8 | 23.3 | 26.5 | 27.3 | 24.6 | 23.2 |
| TVI | 28.0 | 28.4 | 31.1 | 32.8 | 28.1 | 28.4 | 32.0 | 33.8 |
| Cabo | 13.4 | 18.7 | 12.6 | 17.4 | 13.2 | 18.5 | 12.7 | 17.7 |
| Outros | 0.8 | n.a. | 0.9 | n.a. | 0.8 | n.a. | 0.9 | n.a. |

Source: Markttest. * Commercial target audience ABC1C2 15-24

The audience's evolution in the main schedules, in relation to last February, was the following:

- Decline in the morning schedule to 26.5%, although with maintenance of the good performance "Fátima" talk-show.
- The afternoon schedule rose to 25.1%, with the general improvement of various shows.

Prime Time Audiences - March 2007

| | Mar 07 | | Mar 06 | | Jan-Mar 07 | | Jan-Mar 06 | |
|---------------|--------|---------|--------|---------|------------|---------|------------|---------|
| | Share | Target* | Share | Target* | Share | Target* | Share | Target* |
| RTP1 | 27.0 | 22.6 | 23.8 | 20.4 | 25.9 | 21.4 | 21.8 | 18.4 |
| 2: | 4.0 | 4.0 | 4.6 | 5.1 | 4.3 | 4.4 | 4.7 | 5.2 |
| SIC | 25.9 | 27.5 | 25.4 | 23.6 | 27.2 | 28.6 | 25.0 | 23.3 |
| TVI | 31.7 | 31.2 | 35.3 | 36.4 | 31.4 | 30.8 | 37.4 | 38.5 |
| Cabo | 11.8 | 14.7 | 10.2 | 13.7 | 11.1 | 14.8 | 10.5 | 14.0 |
| Outros | 0.6 | n.a. | 0.6 | n.a. | 0.6 | n.a. | 0.6 | n.a. |

Source: Markttest. * Commercial target audience ABC1C2 15-24

- On the prime-time, audiences dropped to 25.9%, particularly affected the large number of soccer events. The brazilian soap "Páginas de Vida" kept its performance, and is closely followed by the Portuguese soap



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

“Vingança”, which had average audience of 32.6% for the month of March.

- On the late night schedule, audiences slide to 28.8%, with maintenance of good audiences by the foreign series broadcasted by SIC.

April is going to be a strong month for new releases. It starts with release of various US, namely the award series ‘Ugly Betty’, the 6th series of “CSI Las Vegas”, the 2nd series “CSI New York” and the new release “Shark”. After Easter we will have “Floribella” return, with its second soap.

SIC Notícias expanded its leadership position

SIC Notícias expanded its leadership in March, with an average audience of 11.9%. Meanwhile, **SIC Radical** dropped to 3.3%, being overtaken by **SIC Mulher**, which rose to 3.4%.

Cable Audiences

| | Mar 07 | | Mar 06 |
|-----------------------------|---------------|-----------------------------|---------------|
| SIC Notícias | 11.9% | SIC Notícias | 11.8% |
| AXN | 9.5% | AXN | 10.1% |
| Panda | 9.3% | Panda | 8.3% |
| Mosaico | 6.1% | SIC Radical | 5.0% |
| FOX | 5.2% | Hollywood | 4.9% |
| RTPN | 4.7% | RTPN | 4.7% |
| Hollywood | 4.7% | SportTV | 4.5% |
| SportTV | 4.0% | GNT | 3.8% |
| SIC Mulher | 3.4% | SIC Mulher | 3.6% |
| Odisseia | 3.3% | FOX | 3.3% |
| SIC Radical (11º) | 3.3% | SIC Comédia (12º) | 3.0% |
| Total Cable Channels | 29.4% | Total Cable Channels | 27.9% |

Source: Marktest

Lisbon, April 2nd 2007

José Freire
Director Investor Relations
Phone: 351 21 392 9780
E-mail: jfreire@impresa.pt
[www. impresa.pt](http://www.impresa.pt)