

Lisbon, June 29<sup>th</sup> 2009

Awards distinguish the best marketing campaigns in the sector

## **Sonae Sierra distinguished at the ICSC Solal Awards**

Sonae Sierra has just been distinguished with the Solal Silver 2009 award in the Public Relations category, at the ICSC Solal Marketing Awards, an initiative that rewards every year the best and most effective retail marketing campaigns. This award distinguishes the best public relations programme conceived to promote the commercial objectives of shopping centers.

This distinction was rendered for the Fashion Pop Up event, a project developed in Portugal, at ArrábidaShopping, CascaiShopping and MadeiraShopping, and in Spain, at the GranCasa and Zubiarte shopping centers.

The Fashion Pop Up concept is based on the virtual world, alluding to the pop-ups that invade computer screens. As hinted by the name, this project refers to the illusion of fashion, coming and going in a shopping centre, only to come and go again at another shopping centre.

The main goal of the Fashion Pop Up campaign, especially conceived for Sonae Sierra's shopping centres, was to reinforce the fashion cluster position through a privileged association of national designers. Recreating the glamorous ambience of the runways inside shopping centres, the designers presented their collections and new trends to the public, bringing closer a segment which usually isn't present in these venues.

The ICSC Solal Marketing Awards are an annual initiative promoted by the International Council of Shopping Centers (ICSC), the largest global association of the shopping centre industry, with more than 75 thousand members in 80 countries. Acknowledged as the most prestigious prizes in the shopping centre marketing sector, these awards are considered a quality reference in the sector.

*Sonae Sierra, <http://www.sonaesierra.com/>, is an international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping centre industry. The Company owns 51 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil, with a total Gross Lettable Area (GLA) of more than 1.9 million m<sup>2</sup>. Currently, Sonae Sierra has 13 projects under development and 11 new projects in different phases of completion in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil, with a total GLA of 1.1 million m<sup>2</sup>. In 2008 our Shopping Centres had more than 429 million visits.*