

ANNOUNCEMENT



SONAE SIERRA, SGPS, SA

Head Office: Lugar do Espido, Via Norte, Maia

Share Capital: € 162.244.860,00

Maia Commercial Registry and fiscal Number: 502 290 811

(translation from Portuguese original)

INSIDE INFORMATION ANNOUNCEMENT

Sonae Sierra informs that its subsidiary Sonae Sierra Brasil S.A., a company incorporated in accordance with the Brazilian law, has filed, on December 6th, at the Brazilian Securities Commission (CVM), a request for a public offer for the sale of, initially, 21.739.130 ordinary shares of the Company, all nominative, without par value, free and clear of any liens or encumbrances.

The offer will take place in Brazil, in over-the-counter market, under the coordination of BANCO DE INVESTIMENTOS CREDIT SUISSE (BRASIL) S.A., do BANCO ITAÚ BBA S.A. , e do BANCO J.P. MORGAN S.A.. It also counts with the participation of BES INVESTIMENTO DO BRASIL S.A. - BANCO DE INVESTIMENTO, and BANCO CAIXA GERAL - BRASIL S.A., as financial institutions included in the distribution system and intermediary institutions authorized to operate in BM&FBOVESPA S.A. - Bolsa de Valores, Mercadorias e Futuros and, simultaneously, with efforts to place shares abroad by Credit Suisse Securities (USA), LLC, Itau BBA USA Securities Inc., J.P.Morgan Securities LLC, Banco Português de Investimento, S.A., Banco Espírito Santo de Investimento, S.A., and Caixa - Banco de Investimento, S.A. and certain financial institutions contracted exclusively with qualified institutional investors resident and domiciled in the United States of America, as defined in Rule 144A of Securities Act of 1933 of U.S.A, in transactions exempt from registration under the Securities Act, and investors in other countries, except Brazil and the United States of America in accordance with the procedures laid down in Regulation S of Securities Act, observed the law of the country of residence of each investor and in any case, through investment mechanisms regulated by the applicable Brazilian legislation .

It was not, nor will it be held no record of the Offer or the Shares with the Securities and Exchange Commission or any agency or body that regulates the capital market of any other country except Brazil.

Sonae Sierra Brasil S.A. is indirectly controlled by Sonae Sierra Brasil BV, sarl, which in turn is 50% held indirectly by Sonae Sierra SGPS.

The "Notice to the Market" of the operation was published today, 17/01/2011, in Valor Econômico Newspaper and the Preliminary Prospectus of the offer is available on the CVM site www.cvm.gov.br, and Sonae Sierra Brazil site, www.sonaesierrabrasil.com.br, Investor area.

Maia, January 17th 2011

Edmundo Figueiredo
(Investor Relations)

This information is also available in SONAE SIERRA SGPS' institutional website
www.sonaesierra.com