

Campinas, Brazil – November 3rd, 2010

Expansion creates shopping offer to 410 stores

Sonae Sierra opens Parque D. Pedro Shopping first expansion

- **Investment of €9.6 million (R\$22.8 million)**
- **The shopping centre has now 410 stores and more than 122,000 m² of Gross Lettable Area (GLA)**
- **The architectural project has a novel and innovative concept in Brazil**
- **Major brands arrive to increase the purchase options for the costumers**

Sonae Sierra, through its subsidiary Sonae Sierra Brasil, has just opened Parque D. Pedro Shopping first expansion, in Campinas, Brazil, which represents an investment of €9.6 million (R\$ 22.8 million) and is made up of a new boulevard with 34 new stores with 5,450 m² of GLA (Gross Lettable Area). With this new area, Parque D. Pedro Shopping has now 410 stores and a total of 122,471 m² of GLA.

The new architectural project is based on a novel concept in Brazil that is totally innovative in the shopping centre industry with a diversity used in the façades of the stores with natural materials like the Goiás stone and filleted stone mixed with brick walls, glass blocks and a mineral texture. For the floors granite and Portuguese mosaic tiles were used. The difference between the floor levels of each shop window has given to the space the charming looks of an open-air boulevard.

The landscaping project includes big and exuberant plants and reflecting pools that allow the clients to experience shopping in the open air in a modern, attractive and sophisticated ambiance.

The new boulevard brings a mix of stores focused on fashion to increase, even more, the existing variety in the shopping centre and purchase options for the costumers. Among the new stores, important brands such as Nike, Adidas, Siberian, Crawford, Cavaleira, Dress To, Luigi Bertolli, Santa Lolla and TVZ can be found, among many others.

According to Fernando Guedes de Oliveira, Sonae Sierra's CEO, "Parque D. Pedro Shopping expansion reflects the dynamism that Sonae Sierra seeks to instill permanently in its shopping centres to value and renew them in order to meet the expectations of its visitors".

About Parque D. Pedro Shopping:

Opened in March 2002 it was the first thematic shopping centre in Brazil. Parque D. Pedro is located has a catchment area that includes 25 municipalities and it attracts an average of 1.8 million visitors per month.

With this expansion the shopping centre has now a total of 410 stores, 23 of which are large stores such as C&A, Zara, Fnac, Etna, Fórmula Academia, Renner, Riachuelo, Marisa, Telhanorte, Walmart hypermarket, among other 269 satellite stores, 55 restaurants, 37 service stores, 15 movie theater-complex Kinoplex, the Parque D. Pedro Theater with a seating capacity for 340 people, a 600 m² Medical Centre and 8,000 parking spaces.

Due to the environmental efficiency of the Parque D. Pedro it received the ISO 14001 certification in 2007, becoming the first shopping centre in Brazil to have this certification. It was also the first shopping centre in Brazil and in Europe to be certified in the Health & Safety Management Area according to the norm 18001 of OHSAS (Occupational Health & Safety Advisory Services).

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the 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 2 million m². Sonae Sierra is also providing services to third parties in Cyprus, Serbia, Morocco and Colombia. Currently, the Company has 3 projects under construction and 7 new projects in different phases of completion in Portugal, Italy, Germany, Greece, Romania and Brazil. In 2009 our Shopping Centres had more than 436 million visits.

Sonae Sierra Brasil, www.sonaesierrabrasil.com.br, is a shopping centre specialist, with the expertise of international partners: the European Sonae Sierra and the American Developers Diversified Realty (DDR).

The company owns and manages 10 shopping centres in operation and continues its growth strategy with the development of 3 new projects and 3 expansions.