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**SONAE  
IMOBILIÁRIA**

Among several distinctions won by Sonae Imobiliária

## **Madeira Shopping wins ICSC Award**

Madeira Shopping has just been distinguished with the 1<sup>st</sup> prize awarded by the International Council of Shopping Centres (ICSC), during ICSC's 27<sup>th</sup> European Convention, which took place in Monte Carlo, as the best shopping centre in the World, in the 'New Centre' category.

International specialists have considered Madeira Shopping a worldwide reference project in the real estate market, fact that confirms the quality of a project owned and managed by Sonae Imobiliária and Estevão Neves, which contributed to the vitalization and improvement of supply quality in commerce and leisure in the Madeira Island.

Inaugurated in March 2001, Madeira Shopping is characterized by its innovative concept, underlined by a rigorous integration in the surrounding environment, both in terms of architectural and environmental quality, and the development of the undertaking's unique theme, entirely based on the "flowers" subject.

Also in the same contest, but under "Large Dimensions" undertakings – over 40.000m<sup>2</sup> of Gross Lettable Area -, Algarve Shopping and Parque Principado, a shopping centre located in Oviedo-Spain were Sonae Imobiliária as 25% of the property, received a Merit Award, having Disney-Paris new thematic park won the 1<sup>st</sup> prize.

Parallel to the ICSC Awards, the “ICSC Jean Louis Solal Marketing Awards” took place, which award the best Shopping Centre Marketing campaigns.

In this contest, Sonae Imobiliária’s Shopping and Leisure Centres were distinguished 3 times, having Algarve Shopping won in the “Community Relations” category, with the sponsoring of Clube Casado Castelo’s Summer Party, and in the “Consumer Advertising Campaign” category, with the advertising campaign made for the Centre’s inauguration. Furthermore, the Colombo Centre won the Merit Award in the “Centre Productivity” category, with the Milk and Child Party, which set its goals on promoting the benefits of Milk.

These awards highlight Sonae Imobiliária’s Shopping and Leisure Centres’ capacity and quality, both in terms of Architecture, Design and Conception, and Management and Marketing level.