



SONAE SIERRA

April 22nd 2005

Sonae Sierra receives several distinctions at the ICSC Awards

Estação Viana distinguished with a Commendation

Shopping and leisure centre Estação Viana, in Viana do Castelo, was distinguished today with the a commendation award, from the International Council of Shopping Centres (ICSC) during its 30th European Convention, held in Istanbul, and is thus recognized as one of the 3 best shopping and leisure centres in Europe in the New Centres - Small category.

It's another award that consolidates Sonae Sierra's position as the most internationally awarded company in the sector, having received ICSC Awards every year since 1997, besides other awards from important institutions connected to the sector.

International specialists have considered Estação Viana a reference development in the real estate sector worldwide, a fact that confirms the quality of a development owned and managed by Sonae Sierra, and that has contributed to the revitalizing and improvement of the commercial offer in the area of Viana do Castelo and Douro litoral region.

Inaugurated in November 2003, Estação Viana represented an investment of € 45,8 million, and received in 2004 more than 5 million visits.

Six merit awards in the marketing area.

Along with the ICSC Awards, the "ICSC- Jean Louis Solal Marketing Awards" were presented, to award the best Shopping Centre Marketing Campaigns.

In this contest the Sonae Sierra Shopping and Leisure Centres received six merit awards for actions carried out in different categories: Launch Campaign - Luz del Tajo (Spain), with the "Already arrived and it's ours" action; Advertising - NorteShopping (Portugal), with the "Fashion Catalogue" action and Parque Principado (Spain), with the "Spring Fashion Event" action; Community Relations - multi-centre action, denominated "Dress a Social Cause"; Public Relations - multi-centre action, denominated "The world of chocolate" and Centro Colombo, with the "Hollywood Cars" action.

Sonae Sierra operates in Portugal, Spain, Italy, Germany, Greece and Brazil and owns or co-owns 34 shopping centres and 1 retail park for a total of more than 1.3 million m² of GLA. The Company manages more than 1.8 million m² of GLA with over 6,100 tenants. Currently Sonae Sierra has 14 projects under development in Portugal, Spain, Italy, Germany, Greece and Brazil with a total GLA of more than 600,000 m².

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