

Bucharest, Romania – January 10, 2011

Sonae Sierra innovative shopping centre in Craiova, Romania

Best of Bowling signs with Adora Mall

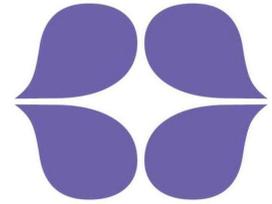
- **Best of Bowling adds to an increasing entertainment offer**
- **Over 30% GLA already leased**
- **Cora, Cinema City, Orsay among Adora Mall tenants**

Sonae Sierra, the international shopping centres specialist, has just signed the leasing contract with Best of Bowling for Adora Mall, an innovative shopping centre owned and developed by Sonae Sierra, that will provide the inhabitants of Craiova with a complete commercial and leisure offer in a total Gross Lettable Area (GLA) of 59,000m² with around 190 shops, service and leisure components, and 1900 parking spaces. Currently, Adora Mall has already leased more than 30% GLA, aside from a further 30% more under final negotiations.

Best of Bowling will offer state of the art bowling, electronic and billiard games, on an area over 1680 m², for those who look for spending a moment of worthwhile free time in a pleasant, relaxing décor.

"Best of Bowling with its 10 bowling lanes and 15 billiards tables along with state of the art video games and simulators will offer all its customers entertaining time in a pleasant atmosphere. The bar lounge is the place to enjoy delicious cocktails, coffee and juices or to organize events (children parties, anniversaries, group meetings, etc), stated Mr. Reis Ay, Best of Bowling General Manager.

SONAE SIERRA



Adora Mall

PRESS RELEASE

Besides other tenants already confirmed for Adora Mall (Cora, Cinema City, Orsay, Inmedio, Arsis, Total Wash, Sport's Pub and Maxbet), Sonae Sierra will continue to bring along new brands to value the offer and enhance the shopping experience that will serve a catchment area of 435,000 inhabitants.

"Sonae Sierra is an international shopping centre specialist and we are bringing more than 20 years international expertise into Adora Mall development in Craiova. This will create the main shopping and leisure destination in the Dolj County and offer visitors of all ages the best offer not only in terms of shopping but also in terms of leisure experiences. The contract signed with Best of Bowling is the confirmation of our efforts to bring added value to Adora Mall entertainment offer." stated Vitor Nogueira Sonae Sierra Managing Director for Property Management in Romania, Greece and Italy.

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.