



Media Capital

GRUPO MEDIA CAPITAL SGPS, SA

Sociedade Aberta

Sede: Rua Mário Castelhana, n.º 40, Barcarena, Oeiras

Matriculada na Conservatória do Registo Comercial de Cascais sob o n.º 17831 (Oeiras)

Pessoa Colectiva n.º 502 816 481

Capital Social: 89.583.970,80 euros

ANNOUNCEMENT

Pursuant to the terms and for the purposes of article 248 of the Portuguese Securities Code, Grupo Média Capital SGPS, SA informs that it has, in this date, acquired from Promotora de Informaciones S.A. (“Prisa”) the total shares representing the share capital and voting rights of Plural Entertainment España, S.L., for a global amount of Euro 50.000.000,00.

With the above mentioned acquisition, Grupo Media Capital SGPS, SA, will centralize Grupo Prisa’s audiovisual production activities, including as of this date the holding company Plural Entertainment España, S.L. and its subsidiaries.

Queluz de Baixo, May 23, 2008

Grupo Media Capital