



PRISA CONCLUDED TENDER OFFER OVER GRUPO MEDIA CAPITAL WITH 94.4% OF ITS SHARES

***Grupo Prisa will push the development of
the Portuguese multimedia group's activity***

O Grupo Prisa controls 94.39% of Media Capital shares after the conclusion of the tender offer launched last February by its subsidiary company Vertex. Vertex already controlled 73.7% of the shares and thus the tender offer was targeted to the remaining 26.3% shares. The acquisition offer was launched with a price of 8,29 euros per share and therefore the total invested value ascends to 144,9 euros million that will be settled by July 26.

The outcome of this offer will enable Prisa to focus on the development of the activity of Grupo Media Capital, the main multimedia player in Portugal with operations in television, radio, magazines, outdoor advertising and Internet. Grupo Media Capital owns leading or reference brands in most of the sectors where it is present. Among its main assets is TVI, the television channel that clearly leads the Portuguese market with audience shares as high as 34% and 38% for the total day and the prime time, respectively.

Madrid, July 23, 2007