First Quarter 2008
Results

GRUPO MÉDIA CAPITAL SGPS, SA
Sociedade Aberta
Sede: Rua Mário Castelhano, 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

FIRST QUARTER 2008 RESULTS

Grupo Media Capital reports a consolidated Net Profit of € 4.0 million, up 58% year on year

- For the first quarter of 2008, Media Capital reports consolidated revenues of €52.5 million, 11% up over the comparable period.
- Advertising revenues were up 2% to €37.2 million, backed by increases of 2% in the TV segment, 11% in the Radio segment and 24% in the IOL Internet sites network.
- Consolidated EBITDA was up 1% year on year to €8.2 million, while Operating Income (EBIT), was also up 1% to €5.5 million.
- On 3 March, TVI and Zon Multimédia signed an agreement for the development and distribution of the TVI 24 news channel on TV Cabo, the leading cable platform in Portugal.
- TVI led both all day and prime time audiences in this first quarter of the year, with audience shares of 34.7% and 38.6%, improving 2 pp and 3.4 pp respectively, over the comparable period.

Queluz de Baixo, 14 April 2008

Grupo Media Capital

Bruno Rodrigues
Investor Relations

1. Analysis of consolidated income statement

(€ thousands)	Q1 2008	Q1 2007	Var %
Total operating revenue	**52.476**	**47.130**	**11%**
Television	37.030	36.250	2%
Entertainment	7.464	3.620	106%
Radio	3.243	2.929	11%
Others	4.739	4.331	9%
Total operating expenses	**44.232**	**38.944**	**14%**
EBITDA	**8.243**	**8.186**	**1%**
EBITDA margin	**15,7%**	**17,4%**	**-1,7 pp**
Television	10.365	10.467	-1%
Enrtertainment	(64)	274	N/A
Radio	(934)	(583)	-60%
Others	(1.124)	(1.972)	43%
Depreciation and amortisation	2.704	2.712	0%
Operating income (EBIT)	**5.540**	**5.474**	**1%**
Financial expenses, net	1.133	1.447	-22%
Profit / (Loss) before inc. tax/ min.	**4.407**	**4.027**	**9%**
Income tax for the period	(1.341)	(1.469)	9%
Profit / (Loss) from continued operations	**3.066**	**2.558**	**20%**
Profit / (Loss) from discontinued operations	**945**	**26**	**3592%**
Minority interests	(18)	(49)	63%
Net profit / (loss) for the period	**3.993**	**2.535**	**58%**

For the period ended 31 March, 2008, Grupo Media Capital reports **consolidated revenues** of €52.5 million, and an **EBITDA** (net of all provisions) of €8.2 million, up 1% over the comparable period of last year.

Operating income (EBIT) was also up by 1% to €5.5 million, while **Net profit** reached €4.0 Million, up 58% over the first quarter of the previous year.

(€ thousands)	Q1 2008	Q1 2007	Var %
Operating revenue	**52.476**	**47.130**	**11%**
Advertising	37.239	36.407	2%
Subscriptions and newsstand	1.400	1.417	-1%
Other revenues	13.837	9.307	49%

Total consolidated revenues were up 11% year on year, with **advertising revenues up 2%,** driven by increases of 2% in the TV segment, 11% in Radios and 24% in the IOL internet sites network.

Newsstand sales were marginally down, dropping 1% over the previous year, while **Other revenues** were up a considerable 49%, benefiting from the consolidation of the cinema and video distribution business and from the growth in the Custom Publishing activity, which together largely offset the impact of the sale of the Group's narrowband internet service provider business, which took place in December of 2007.

Total **operating costs** increased 14% over the comparable period, impacted both by the cinema and movie distribution costs, and increases in the Radio and Other segments.

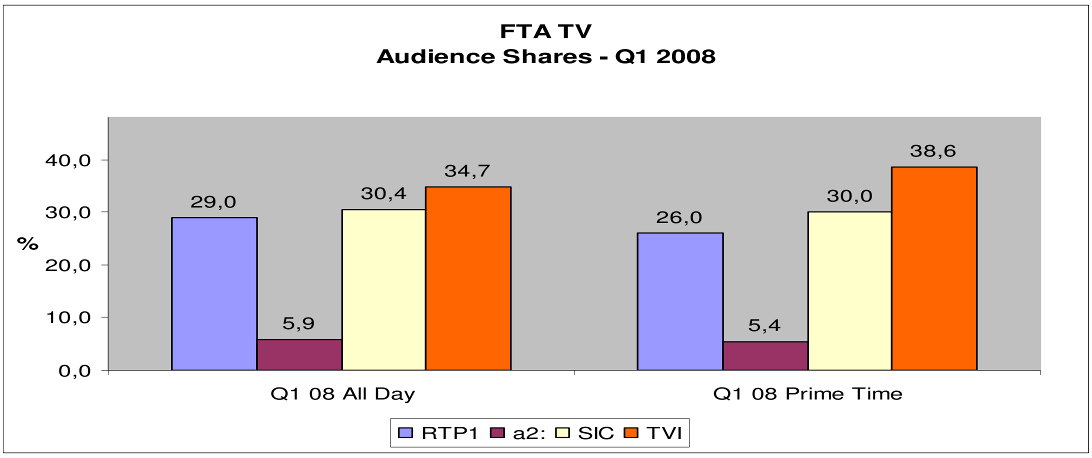
Net Financial expenses were down 22% to € 1.1 million, now benefiting from the decrease in interest and other financial expenses, following the restructuring of the Group's debt which took place in the 1st quarter of 2007.

The amount of €0.9 million, booked under profit from discontinued operations, corresponds to a final adjustment to the total amount paid for the sale of the Outdoor advertising business, according to the terms and conditions set out in the Sale Agreement.

2. Television

(€ thousands)	Q1 2008	Q1 2007	Var %
Operating revenue	**37.030**	**36.250**	**2%**
Advertising	33.071	32.456	2%
Other revenues	3.959	3.794	4%
Operating Expenses (excl. fees))	**25.763**	**25.783**	**0%**
EBITDA (excl. fees)	**11.267**	**10.467**	**8%**
EBITDA margin (excl. fees)	30,4%	28,9%	1,6 pp
Operating Expenses	**26.664**	**25.783**	**3%**
EBITDA	**10.365**	**10.467**	**-1%**
EBITDA margin	28,0%	28,9%	-0,9 pp
Depreciation and amortisation	1.705	1.572	8%
Operating income (EBIT)	**8.661**	**8.895**	**-3%**

The TV segment includes TV broadcasting, TV production and non-advertising TV associated activities.



Source: Marktest

In the first quarter of the year, TVI maintained its solid **lead in Portuguese television audiences**, both in **all day and in prime time**, with audience shares in free-to-air of **34.7% and 38.6% respectively**.

In information programming, we point out the investigative newsmagazine "Especial Informação", aired on Monday evenings with an average 1.5 million viewers and audience shares above 40%.

In local fiction, the new miniseries **"Casos da Vida"** aired on Sunday evenings maintained a strong record by also averaging shares above 40%.

Still in local fiction, we highlight the late March premiere of prime time soap opera **"A Outra"**, whose first episode outperformed all previous records in soap opera premieres, with nearly 2 million viewers rendering a **56.8% audience share**. The 6 episodes broadcasted in March, carry a 1.9 million viewers average and over 54% audience share.

On 3 March, TVI and Zon Multimédia signed an agreement for the development and distribution of the TVI 24 news channel on TV Cabo, the leading cable platform in Portugal. The new channel will be on air within 12 months of the date of the contract.

In this 2nd quarter of 2008, TVI will have the exclusive FTA broadcast of 20 of the 31 matches of the European Football Championship – UEFA Euro 2008, which will take in Switzerland and Austria, from 7 to 29 June. The live matches include all of the Portuguese national team and all the matches after the group stage.

Advertising revenues were up by 2%, in line with the estimated FTA TV ad market growth. We note that excluding the impact of last year's referendum, the increase in ad revenues would have been circa 5%.

Other revenues in the TV segment were up 4%, supported by improvement in call-TV revenues (from both entertainment programs and TV game shows) and Multimedia content revenues, which offset the reduction in external sales of television contents.

Operating expenses were up 3%, although on a comparable basis and excluding the management fees charged by the Group holding company from 4Q 2007 onwards, they remained in line with comparable period of last year.

Consolidated **EBITDA** for this segment was down 1% to € 10.4 million (although on a yoy comparable basis it would have been up 8% to € 11.3 million), with **EBITDA margin** at 28.0%.

3. Entertainment

(€ thousands)	Q1 2008	Q1 2007	Var %
Operating revenue	**7.464**	**3.620**	**106%**
Advertising	0	0	N/A
Other revenues	7.464	3.620	106%
Operating Expenses (excl. fees))	**7.381**	**3.346**	**121%**
EBITDA (excl. fees)	**83**	**274**	**-69%**
EBITDA margin (excl. fees)	1,1%	7,6%	-6,4 pp
Operating Expenses	**7.528**	**3.346**	**125%**
EBITDA	**(64)**	**274**	**N/A**
EBITDA margin	-0,9%	7,6%	-8,4 pp
Depreciation and amortisation	40	18	123%
Operating income (EBIT)	**(103)**	**256**	**N/A**

The Entertainment segment was reported for the first time in the third quarter of 2007. This segment now comprises the music edition and distribution, music publishing, artists booking and event production activities that were previously reported under the Television segment. This segment also includes the cinema and video distribution business of CLMC – Multimedia.

The increase in **operating revenues** reflects the consolidation impact of the cinema and video activities, a business which usually generates margins that fall markedly short of those returned by the TV segment, and where the second half of the year typically provides for the larger share of revenues.

CD music sales, on the other hand, experienced a significant drop of nearly 36%, following a widespread market downward trend, while digital music sales music are still far from making up for the decline in physical CD sales.

This decrease in revenues, was however compensated to some extent with the diversifying of music related revenue sources, namely through the production of music concerts and artists booking revenues.

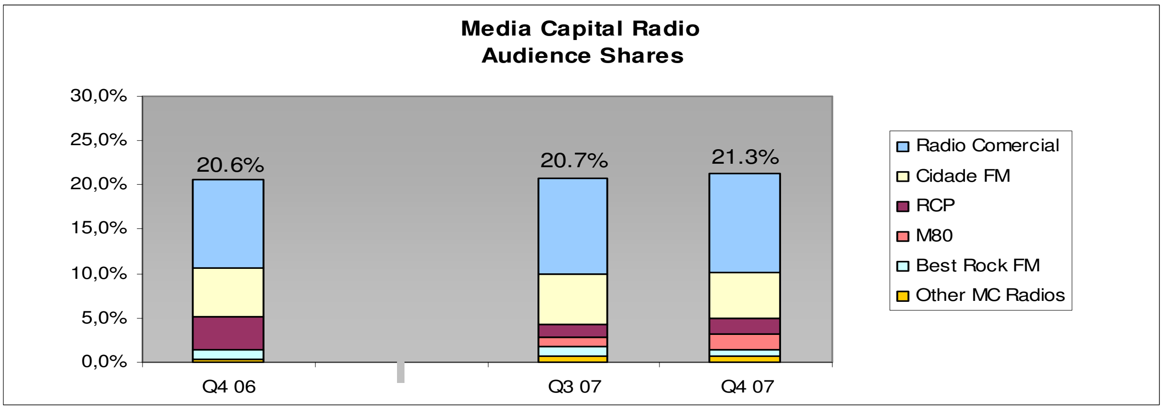
In **cinema and video**, both the movie theatre distribution and DVD distribution attained positive sales performances, with DVD sales up by over 40%, boosted by the Warner Home Video catalogue distribution agreement signed last September.

Operating costs also reflect the consolidation of the cinema and video business, partially offset by the reduction in variable costs associated with the production and distribution of music CD's.

Consolidated **EBITDA** for the segment was just under break-even for the first three months of the year.

4. Radio

(€ thousands)	Q1 2008	Q1 2007	Var %
Operating revenue	**3.243**	**2.929**	**11%**
Advertising	3.049	2.741	11%
Other revenues	194	188	3%
Operating Expenses (excl. fees))	**4.112**	**3.512**	**17%**
EBITDA (excl. fees)	**(869)**	**(583)**	**-49%**
EBITDA margin (excl. fees)	-26,8%	-19,9%	-6,9 pp
Operating Expenses	**4.177**	**3.512**	**19%**
EBITDA	**(934)**	**(583)**	**-60%**
EBITDA margin	-28,8%	-19,9%	-8,9 pp
Depreciation and amortisation	554	459	21%
Operating income (EBIT)	**(1.488)**	**(1.041)**	**-43%**



Source: Marktest

Audiences for the 1st quarter of 208 were not yet available at the date of disclosure of this report.

In the final quarter of 2007, Media Capital Radios (MCR) reached an audience share of 21.3%, which compares to a share of 20.7% in the previous quarter, while MCR reinforced its position as the #2 radio group in Portugal, reaching over 1.1 million listeners in that quarter.

MCR's total **advertising revenues** gained 11% on the comparable period, backed by good performances in Cidade FM and in the Online radio formats, and also by the significant growth attained by M80 (a 70's, 80's and 90's hits radio), a format launched just one year ago that has quickly become a regular presence in the top ten radios in Portugal.

Total operating expenses increased by 17% over the previous year (excluding the impact of management fees), as a result of both increases in marketing costs and in the editorial activity and staff that occurred during the year of 2007. The Radio Clube Português (RCP) advertising campaign will continue throughout the year of 2008, while the Group expects the return of this investment to be delivered as of next year.

The Radio segment reports a **consolidated EBITDA** of € -0.9 million, down 60% over the comparable period.

5. Others

(€ thousands)	Q1 2008	Q1 2007	Var %
Operating revenue	**4.739**	**4.331**	**9%**
Advertising	1.119	1.210	-8%
Subscriptions and newsstand	1.400	1.417	-1%
Other revenues	2.220	1.704	30%
Operating Expenses (excl. fees))	**6.976**	**6.303**	**11%**
EBITDA (excl. fees)	**(2.237)**	**(1.972)**	**-13%**
Operating Expenses	**5.863**	**6.303**	**-7%**
EBITDA	**(1.124)**	**(1.972)**	**43%**
Depreciation and amortisation	406	664	-39%
Operating income (EBIT)	**(1.530)**	**(2.636)**	**42%**

Internet operations, magazine publishing, central holding costs and consolidation adjustments are included in this segment.

Advertising revenues in the segment were down 8% over the comparable period, with the good performance in the group's Internet sites network which was up 24% year on year, not enough to offset the decrease in the magazine operation, a trend that should affect most titles within the publications market. **Subscriptions and newsstand revenues** were slightly down, dropping 1% over the comparable period.

The IOL internet sites network have sustained their audience growth trajectory, averaging over 107 million monthly page views in the first quarter of year, an increase of approximately 30% over the comparable period of last year.

The significant 30% growth is **Other revenues** is mostly due to the outstanding growth in the Custom Publishing business developed by MC Factory within the Group's magazine operations, and to revenue growth in Publipartner, a marketing management company owned by the Group that generates advertising related revenues. Growth in these two activities was more than enough to make up for the impact of the sale of the Group's narrowband internet service provider business, late in 2007, and the decrease in add-on sales in the magazine division.

Operating Costs (excluding the management fees impact), were up by 11%, mostly due the increase in variable costs in the Custom Publishing business and to consulting fees related with several projects currently being developed by the Group.

This segment reports an **EBITDA** of € -1.1 million (or € -2.2 million excluding the impact of management fees) for this 1st quarter of 2008.

6. Cash movements

(€ thousand)	Q1 2008	Q1 2007	Var %
Operating activities			
Receipts	65.445	52.030	26%
Payments	(60.156)	(62.688)	-4%
Cash flows op. activities (1)	**5.289**	**(10.657)**	**N/A**
Investing activities			
Receipts	20.038	30	66140%
Payments	(23.776)	(4.638)	413%
Cash flows inv. activities (2)	**(3.739)**	**(4.608)**	**19%**
Financing activities			
Receipts	33.502	100.146	-67%
Payments	(36.933)	(90.644)	-59%
Cash flows fin. activities (3)	**(3.431)**	**9.502**	**N/A**
Variation of cash (4) = (1) + (2) + (3)	(1.880)	(5.763)	
Cash at the begining of the period	5.017	8.611	
Cash at the end of the period	**3.136**	**2.848**	

The **Cash flow from operating activities** was up to € 5.3 million in the 1st quarter of 2008, with the increase resulting mainly from the increase in receipts, due to volume rebates being settled at a slower pace than in the same period of the previous year and to a better performance in collections.

Cash flows from investing activities were down to € 3.4 million. The performance in the operating activities cash flow, has allowed for a number of financial investments, while this 1st quarter also signals the beginning of the investment in the new TV business operational software, an investment that will take place throughout the year of 2008.

The **Cash flow from financing activities** encompasses a slight reduction in the Group's total debt, while the variance from the first quarter of 2007, is a result of the restructuring of the Group's debt structure, when the former senior facility was repaid in full in the first quarter of the year and was replaced with the issuance of the current revolving commercial paper program.

7. Debt

(€ thousands)	Mar-08	Dec 07	Change	Var %
Total Group debt	**100.772**	**102.748**	**(1.976)**	**-2%**
Bank Loans / Commercial Paper	98.139	99.734	(1.596)	-2%
Other debt	2.633	3.014	(381)	-13%

Media Capital total Group debt was down € 2.0 million in the 1st quarter of 2008, while **Net debt was € 97.7 million** at the end of this quarter, in line with the end of 2007.

GRUPO MEDIA CAPITAL, S.G.P.S, S.A.

CONSOLIDATED BALANCE SHEET AS OF 31 MARCH 2008 AND 31 DECEMBER 2007

(Amounts stated in Euro thousand)

ASSETS	31.03.2008	31.12.2007
NON-CURRENT ASSETS:		
Goodwill	160.399	160.399
Intangible assets	9.348	9.550
Tangible assets	33.046	33.160
Investments in associates	259	259
Assets held for sale	8.924	8.924
Transmission rights and TV programs	43.648	42.098
Other non-current assets	6.046	6.024
Deferred income tax assets	1.858	1.930
	263.528	262.344
CURRENT ASSETS:		
Transmission rights and TV programs	10.245	9.505
Inventories	4.533	3.917
Trade and other account receivable	46.959	46.424
Other current assets	88.079	85.663
Cash and cash equivalents	3.136	5.017
Derivative financial instruments	84	66
	153.036	150.592
TOTAL ASSETS	416.564	412.936
EQUITY, MINORITY INTEREST AND LIABILITIES		
EQUITY:		
Share capital	89.584	7.606
Share premium	-	81.709
Reserves	22.307	24.748
Retained earnings	-	28.594
Profit for the period	3.993	30.235
Equity attributable to equity holders	115.884	172.892
Equity attributable to minority interest	546	548
Total Equity	116.430	173.440
LIABILITIES:		
NON-CURRENT LIABILITIES:		
Borrowings	98.922	100.645
Provisions for other risks and charges	7.317	7.252
Other non-current liabilities	6.718	7.187
Deferred income tax liabilities	46	57
	113.003	115.141
CURRENT LIABILITIES:		
Borrowings	1.335	1.535
Trade and other payables	72.293	72.803
Other current liabilities	113.503	50.017
	187.131	124.355
Total liabilities	300.134	239.496
TOTAL EQUITY AND LIABILITIES	416.564	412.936

GRUPO MEDIA CAPITAL, S.G.P.S, S.A.

CONSOLIDATED STATEMENT OF PROFIT AND LOSS FOR THE PERIOD ENDED 31 MARCH 2008

AND 31 MARCH 2007

(Amounts stated in Euro thousand)

	31.03.2008	31.03.2007
CONTINUED OPERATIONS		
OPERATING REVENUES:		
Advertising revenues	37.239	36.407
Subscriptions and newsstand revenue	1.400	1.416
Other operating revenue	13.837	9.307
Total operating revenue	52.476	47.130
OPERATING EXPENSES:		
Broadcasting costs and cost of good sold	(7.844)	(7.170)
Subcontrats and third party supplies	(21.732)	(19.131)
Payroll expenses	(13.992)	(12.312)
Depreciation and amortization	(2.704)	(2.712)
Provisions and impariment losses	(218)	(65)
Other operating expenses	(446)	(266)
Total operating expenses	(46.936)	(41.656)
Net operating profit	5.540	5.474
FINANCIAL EXPENSES:		
Financial expenses, net	(1.169)	(1.363)
Losses on associated companies, net	36	(84)
	(1.133)	(1.447)
Profit before tax	4.407	4.027
Income tax expense	(1.341)	(1.469)
Consolidated net profit for continued operations	3.066	2.558
Result for discontinued operations	945	26
Profit result for the period	4.011	2.584
Attributable to:		
Equity holders of the parent	3.993	2.535
Minority interest	18	49

GRUPO MEDIA CAPITAL, SGPS, S.A.

CONSOLIDATED STATEMENT OF CASH FLOW

FOR THE PERIOD ENDED 31 MARCH 2008 AND 2007

(Amounts stated in Euro thousand)

	31.03.2008	31.03.2007
OPERATING ACTIVITIES:		
Collections from clients	65.445	52.030
Payments to suppliers	(36.165)	(35.795)
Payments to employees	(12.847)	(11.871)
Cash flow from operations	16.433	4.364
Other payments relating to operating activities, net	(11.144)	(15.021)
Cash flows from operating activities (1)	5.289	(10.657)
INVESTING ACTIVITIES:		
Receipts resulting from:		
Fixed assets	38	30
Subsídios de investimento obtidos	-	-
Loan to affiliated companies	20.000	-
	20.038	30
Payments resulting from:		
Financial investments	(632)	(2.459)
Fixed assets	(3.144)	(2.179)
Loans to affiliated companies	(20.000)	-
	(23.776)	(4.638)
Cash flows from investing activities (2)	(3.738)	(4.608)
FINANCIAL ACTIVITIES:		
Receipts resulting from:		
Loans obtained	33.310	100.053
Interest and similar income	192	93
	33.502	100.146
Payments resulting from:		
Loans repaid	(35.005)	(88.227)
Leases	(304)	(35)
Interest and related expenses	(1.348)	(2.276)
Other financial expenses	(277)	(106)
	(36.934)	(90.644)
Cash flows from financing activities (3)	(3.432)	9.502
Variation of cash and equivalents (4) = (1) + (2) + (3)	(1.881)	(5.763)
Cash and equivalents at the begining of the year	5.017	8.611
Cash and equivalents at the end of the year	3.136	2.848