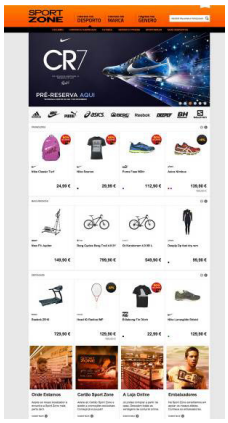
Sonae SR brand launches the largest online sports store in Portugal, making over 15,000 products available and offering free shipping until the end of 2013

Sport Zone launches online store and bets on omni-channel strategy

Sport Zone has just officially launched its online store, an innovative platform that offers over 15,000 sport products This launch is part of the new omni-channel retail strategy for Sonae's Sporting goods brand, which envisages complementing with the new online store the more than 75 physical stores throughout the country, with the aim of enhancing the leading position of Sport Zone in Portugal.



Miguel Teles, Director of Sport Zone's omni-channel team, says: *"At Sport Zone we strive to be at the forefront to meet the needs of our clients. The new consumer is increasingly becoming the leading player, digitally active, demanding and very knowledgeable. Accordingly, we have committed to an omni-channel retail strategy, marked by convergence and complementarity between the physical stores and the online store, offering the possibility to purchase sport products with greater comfort and convenience. The launch of our new site is therefore a natural step in the evolution of our brand and will help to strengthen our leadership position in the sporting goods market in Portugal."*

The Sport Zone online store allows you to browse and shop by sport, brand, and gender, with greater ease, by offering technical information on over 15,000 available products. In order to simplify the buying process and provide real benefit, the online store permits deliveries to your home or to any Sport Zone store, and payments by debit or credit card, through *multibanco* (ATM network) payment codes, PayPal and the Sport Zone Card.

As part of the launch campaign, Sport Zone offers free shipping on all purchases until the end of 2013. Reaffirming its omni-channel commitment, the online store offers the possibility of accumulating a balance on the Sport Zone card for purchases made at all of the brand's physical stores in the country, and offers the option to make exchanges and/or returns at any of Sport Zone's physical spaces.

After creating a network of leading stores in Portugal, Sport Zone's online store forges a new path of growth for the brand. Portuguese families can now buy the best sports products at the best prices, regardless of where they live.

Customized for the user, the online store reflects Sport Zone's ambition of increasing its product range and providing innovative solutions in order to provide an increasingly enriching and rewarding shopping experience to its customers.

- http://www.sportzone.pt/

Further Information:
Gonçalo Nobre | gn@ban.pt | M + 351 93 740 51 04 | T + 351 21 319 56 48
Mariana Fernandes Thomaz | mft@ban.pt | M + 351 93 761 23 23 | T + 351 21 319 56 41