Press Release

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Sonae Sierra distingued at the CNCC Italy Awards

- Valecenter and Freccia Rossa shopping centres both awarded in the "Consumer and Advertising Campaign" and "Sales Promotion" categories

Sonae Sierra's shopping centres, Valecenter and Freccia Rossa, have been distinguished at the CNCC Italy Awards 2013, with Merit Awards in the "Consumer and Advertising Campaign" and "Sales Promotion" categories respectively.

Valecenter shopping centre in Marcon (Venice) received the "Certificate of Merit 2013" in the "Consumer and Advertising" category thanks to the organisation of the "Il Fantasy è qui" (Fantasy is Here) initiative. During the Venice Carnival, from 7 to 12 February, Valecenter shopping centre was filled with cartoons, manga and Cosplay: heaven for all fans of the genre and an opportunity for all those who did not know it. A calendar of initiatives dedicated to the most heartfelt festival in the Venice area, involving all the visitors to the Valecenter shopping centre, to their great enthusiasm, and resulting in an 18% increase in visitors over the week compared to the same period in 2012.

Freccia Rossa shopping centre in Brescia received the "Certificate of Merit 2013" in the "Sales Promotion" category thanks to its "L'Era Glaciale è Qui" (The Ice Age is Here) initiative. For three weeks, from 21 September to 14 October 2012, Freccia offered its large public an enthralling experience, with 7 life-size scientific replicas of the animals in "The Ice Age" movie.

An intense programme that, in addition to the presence of three stations where visitors could admire illustrations, learn the techniques used to make the film and take photographs, also offered kids three days of fun play—educational workshops. Furthermore, a competition was put on for the occasion, with some fantastic prizes up for grabs, including shopping coupons, free tickets to see the "Ice Age 4 – Continental Drift" film and many more besides.

The whole show, with backing from 20th Century Fox, was an enormous success, recording in three weeks 468,066 visitors. A total number of 30,317 people took part in the competition: important numbers that show the enthusiasm with which the visitors to the shopping centre greeted the initiative.

Anna Renacco, Marketing Manager for Sonae Sierra in Italy, declared: "*Over recent years, the role of shopping centres has changed greatly. They're no longer just somewhere to shop, but a meeting place where visitors tend to spend their free time. We're also seeing a change in our visitors, who are becoming more and more demanding and wanting new things on offer. Thanks to its constant commitment to respond to these new challenges, Sonae Sierra is continuing to work to create new entertainment opportunities and confirm its shopping centres' role as a place to spend time in different activities. As a result, the whole company is very proud to have received these awards, confirming we're on the right track*."

The CNCC - National Council of Shopping Centres – is an association representing the shopping centre, shopping park and factory outlets industries. Established in Milan in 1983, it is Italy's only representative on the International Council of Shopping Centers, the world organisation present in 75 countries. The CNCC aims to create the necessary conditions for the growth of all the branches of the shopping centre industry, offering its members institutional representation and assistance activities, as well as a series of specific services for this economic category.

About Sonae Sierra:

Sonae Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company owns 49 shopping centres and is present in 12 countries: Portugal, Spain, Italy, Germany, Greece, Romania, Croatia, Turkey, Morocco, Algeria, Colombia and Brazil. Sonae Sierra manages and/or lets 85 Shopping Centres with a market value of more than €5.8 billion euros, and a total Gross Lettable Area of 2.4 million m^2 with about 8,500 tenants. In 2012, the Company welcomed 426 million visits in the Shopping Centres it manages. Currently, Sonae Sierra has 6 projects under development, including 4 for clients, and 4 new projects in pipeline.