| Press Release

Lisbon, 24 January 2014

Social responsibility project between 15 November and 6 January

'CÓDIGO DÁVINTE' COLLECTS €120,000 FOR THE 'TERRA DOS SONHOS'

Shoppers rushed to join Worten's 'Código DáVinte' social responsibility project over the festive season and contributed half a million heart-shaped barcodes in Worten stores. The project is to make seriously sick children's dreams come true and is going to give the 'Terra dos Sonhos' (Land of Dreams) Association a total of €120,000.

The amount that was collected is now going to help make dozens of children's dreams come true with the help of 'Terra dos Sonhos'. The association's CEO, Frederico Fezas Vital, said the 'Código DáVinte' project was a great success. "***This donation to 'Terra dos Sonhos' makes a huge difference to our activities on the ground. This is a time when Portugal needs to believe that dreams can come true and that just dreaming about them is not enough – we have to do something. Worten showed with this campaign that an organisation can be run at the community level. We are so thankful and our beneficiaries are now going to dream so much higher***".

Worten's marketing director, Nuno Nascimento Rodrigues, is also satisfied with the results. "**The *'Código DáVinte' proved once again that the Portuguese know how to look out for one another and that, together, we can support a noble cause that is going to help make dozens of children with serious diseases fulfill their dreams. This will make all the difference for them in their recovery and how they face the future***", he said.

Over the past five years, Worten has played an important, active role in Portuguese society, encouraging different, original ways of helping those most at need.

Humanitas – Federação Portuguesa para a Deficiência Mental (Portuguese Mental Handicap Federation) and Ajuda de Berço (Infact Charity), with the 'round-up campaign, Charities from all over the country with the 'Team Worten Team', and

the Portuguese Red Cross with 'Portugal Mais Feliz' (Happier Portugal), are just a few of the entities Worten has helped through a range of social responsibility projects.

Follow us on:

 www.facebook.com/wortenpt

 https://twitter.com/#!/WortenPT

For further details, please contact:
M Public Relations
Mauro Sousa
ms@mpublicrelations.pt
93 740 21 50