| Press Release

Lisbon, 31 October 2014

WORTEN RECOGNISED AS 2014 SUPERBRAND

Worten has just been distinguished as a 2014 Excellent Brand. The prize was awarded by Superbrands, an independent entity that promotes the recognition of excellent products or services.

Nuno Nascimento Rodrigues, Worten Portugal's Marketing and Online director, was proud of the latest award. *"It is actually a great source of satisfaction, as it combines consumer choices with the advice of Marketing and Communication specialists. Recognition as an excellent brand comes from all the work that has been put in every day by the Worten teams to offer their customers the best services and products, based on integrated value proposals that really stand out."*

Superbrands is an international organisation that is dedicated to promoting excellent brands. The ranking was calculated in different phases in Portugal. In the first phase, a council of well-known marketing and communication specialists assessed 1,300 brands in terms of market domination, longevity, goodwill, loyalty and acceptance. Then in a second phase, there was a study where consumers spontaneously elected the brands they considered to be unique, the ones they trusted most, that they identified with, that satisfied their needs and aspirations and that they knew best.

At the end, and as a result of these two assessments, the Superbrands are elected - Excellent Brands.

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