



ONI and IMPRESA sign a Partnership deal for UMTS

ONI WAY and IMPRESA have signed a Partnership Agreement for UMTS in Portugal. ONI WAY is a subsidiary of ONI SGPS, the telecom operator controlled by the EDP group.

IMPRESA through the acquisition of a 4 per cent stake in ONI WAY's share capital becomes one of ONI's contents provider partners within the consortium for the third generation mobile telephony (UMTS) license to be awarded by the ICP, the Portuguese telecommunications regulator.

Following the recently announced alliance with TELENOR, the association of IMPRESA with ONI WAY fits within ONI's strategy of forming alliances with partners who add significant value to the UMTS consortium

Having started operations only in March 2000, ONI is already the leader among the new fixed line telecommunications operators. By the end of June, ONI had 187,000 registered telephone lines that represented an accumulated traffic of around 38.5 million minutes (40% of the new operators market) and 160,000 Calling Cards' clients.

IMPRESA is one of the leading national media groups, owning assets comprising newspapers, television channels, magazines and periodic publications. IMPRESA's first half 2000 consolidated revenues amounted to PTE 33.9 billion and net consolidated income to PTE 247 million.

IMPRESA holds more than 50% of SIC, the leading public TV Station in Portugal. It has recently launched two new thematic cable TV channels: SIC News and SIC Radical. These, add to the already existing SIC Gold, a cable TV channel that broadcasts reprises of prime time audience champions from their public TV station, SIC. IMPRESA is also part of a consortium that is competing for the Spanish Digital Terrestrial Television.

IMPRESA is also the owner of "Expresso" by far the most read weekly newspaper in Portugal. It is also the owner of "Jornal da Região" (with more than 600,000 copies),



“Jornal Blitz” a music newspaper and “Autosport” a car periodic. Concerning magazines, through ACJ, the company is responsible for “Visão”, “Cosmopolitan”, “Caras”, “TV Mais”, “Turbo” all of them market leaders within its segments.

IMPRESA is also the owner of “Directo.co.pt” an institutional internet site with a strong emphasis on information based on it’s newspapers and magazines contents.

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