



SONAECOM, S.G.P.S., S.A.

Sociedade Aberta

Registered Office: Lugar do Espido, Via Norte, Maia

Registered at the Commercial Registration of Maia under unique no. 502 028 351

Share Capital: 366 246 868 Euros

TRANSACTION OF SHARES

In accordance with Article 248-B of the Portuguese Securities Code and with CMVM Regulation 05/2008, Sonaecom SGPS SA hereby informs on share dealings, as stated in the attached document.

Maia, 25 November 2008

The Market Relations Representative

ANNOUNCEMENT



SONAE - SGPS, S. A.
Head Office: Lugar do Espido, Via Norte, Maia
Share Capital: € 2,000,000,000.00
Maia Commercial Registry and Fiscal Number 500273170
Sociedade Aberta

(Translation from the Portuguese original)

INFORMATION OF TRANSACTION OF SHARES

In accordance with and for the purpose of article 14^o no. 8 of CMVM Regulation no. 5/2008 and of article 248^o-B of the Portuguese Securities Code, Sonae, SGPS SA hereby informs in the name of its Directors, that between 18th and 20th November 2008, its wholly owned company Sontel, BV bought 432,500 shares of Sonaecom, SGPS, SA, a company directly and indirectly controlled by Sonae, SGPS, SA, as follows:

| Transaction Date | Settlement Date | Nr. Shares | Transaction | Price (€) | Place |
|------------------|-----------------|------------|-------------|-----------|-----------------|
| 18-11-2008 | 21-11-2008 | 67.500 | Purchase | 1,019 | Euronext Lisbon |
| 19-11-2008 | 24-11-2008 | 90.000 | Purchase | 1,009 | Euronext Lisbon |
| 20-11-2008 | 25-11-2008 | 275.000 | Purchase | 0,947 | Euronext Lisbon |

After the completion of this transaction, Sontel, BV became the holder of 193,948,845 shares of Sonaecom, SGPS, SA.

This notice is due to the fact that there are Directors of Sonae, SGPS SA who are also Directors of the company whose shares were subject to the above mentioned operation.

Maia, 24th November 2008

The Representative for Capital Markets Relations

This information is also available in Sonae SGPS's institutional website www.sonae.pt

*For further information please contact the Investor Relations Department at Sonae:
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