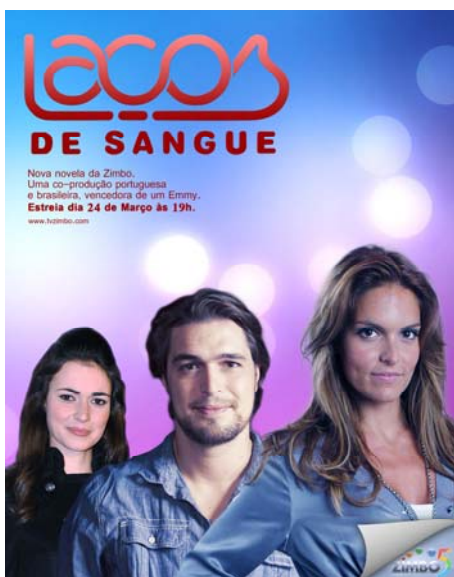


## **IMPRESA Press Release – SIC sells novela to TV Zimbo**

### **“LAÇOS DE SANGUE” starts in ANGOLA this week**

SIC sold its novela “Laços de Sangue”, winner of Emmy award, to TV Zimbo, a private FTA television in Angola. The novela, a co-production between SIC and TV Globo, and produced by SP Televisão, starts next Monday, March 24th, on 19:00 time slot, from Monday to Friday.



This is another important step on a strategy to establish SIC as novelas producer and international distributor. Its one more novella, that SIC sold to other countries. SIC has already sold “Lua Vermelha” to México and “Perfeito Coração” to Russia and Bielorrússia. In terms of documentaries, in front is the piece about José Mourinho, sold to over 50 countries, and Cristiano Ronaldo to over 26 countries. From the over 30 titles of news and information documentaries, which are part SIC catalogue for international distribution, the best-sellers are: “Che Guevara”, “Crianças de Chernobyl”, “Senhoras do Lago” and “Meninos de Angola”, that have been sold to more than

20 countries, in five continent’s.

SIC international strategy, also has an objective to boost the presence of its tv channels across distributors worldwide. SIC is the portuguese station with more international channels – 4 (SIC Internacional, SIC Notícias, SIC Mulher and SIC K), which are watched by over 6 million spectators, in 14 countries, with more than 50 distributors.

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