

MULTIPLAN LAUNCHES OFFICE AND RESIDENTIAL TOWERS INTEGRATED TO BARRASHOPPINGSUL

Rio de Janeiro, October 6th, 2011 – MULTIPLAN EMPREENDIMENTOS IMOBILIÁRIOS S.A. (BM&FBOVESPA:MULT3) announces, in line with its growth strategy, the launching of two towers, one office and another residential, both integrated to BarraShoppingSul, in Porto Alegre, Rio Grande Sul. The new projects represent another step in the development of BarraShoppingSul's master plan, in addition to the delivery in July 2011 of Cristal Tower, an office tower integrated to the shopping center.

Diamond Tower, the condo office tower, will have 13,855 m² of area for sale, with 273 units and an estimated potential sales value (PSV) of R\$121.9 million. The delivery of this tower is expected for 2H14.

The residential building, **Résidence du Lac**, is expected to be delivered in the same period and will have 200 apartments, with 9,960 m² of area for sale and an estimated PSV of R\$101.6 million.

The Company believes that the projects will improve the synergy between the buildings and the mall by increasing the flow of visitors in BarraShoppingSul as well as by reinforcing Multiplan's presence in the city of Porto Alegre.

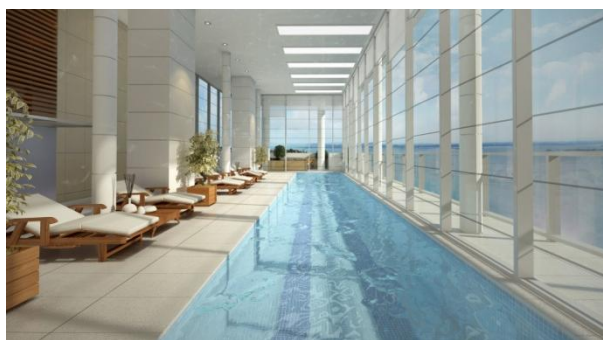
Armando d'Almeida Neto
CFO and IRO



Artist rendering of Diamond Tower and Résidence du Lac and actual image of BarraShoppingSul and Cristal Tower



Artist rendering of Diamond Tower's façade and interior



Artist rendering of Résidence du Lac's façade and interior

Disclaimer: Readers/investors should be aware that many factors may lead our future results to materially differ from the forward-looking statements in this document. The Company has no obligation to update this statements. The words "anticipate", "estimate", "expect", "intend", "plan", "forecast", "aim" and similar words are intended to identify this kind of statements. Forward-looking statements refer to future events which may or may not occur. Our future financial situation, operational results, market share and competitive positioning may differ substantially from those expressed or suggested by forward-looking statements. Many factors and values that lead to these results are outside the company's control or expectation. The reader/investor is encouraged not to completely rely on the information above. The project's potential sales value (PSV) was estimated based on the area intended for sale planed by the engineering team and the expected price for each unit forecasted by brokers specialized in the region.

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