

## MULTIPLAN INCREASES INTEREST IN SHOPPING SANTA ÚRSULA TO 62.5%

Shopping Center concludes renovation and shows growth potential

Rio de Janeiro, November 8, 2010 – **Multiplan Empreendimentos Imobiliários S.A.** (BM&FBOVESPA: MULT3) announces, in line with its growth strategy, the increase in its interest in Shopping Santa Úrsula with a 25.0% adicional stake. This was the second Multiplan interest acquisition in this mall, located in the city of Ribeirão Preto, state of São Paulo.

Multiplan invested R\$45.0 million in this transaction, increasing its stake from 37.5% up to 62.5%. This should translate into a greater control and improved efficiency of the shopping center mainly where renovation, improvements and expansions are concerned.

In December 2009, Shopping Santa Úrsula presented an occupancy rate of 65% as a result of the turnaround process implemented with the renovation of the inside and the re-tenanting of the mall. On September 2010, the occupancy rate reached 87.1% as a result of the signing of new tenants.

Shopping Santa Úrsula is showing increasing occupancy ratios since the beginning of the mix reorganization. This shopping center presents high growth potential, especially when compared to the performance of RibeirãoShopping, another investment in Multiplan’s portfolio in the same city.

**Armando d’Almeida Neto**  
CFO and Investor Relations Officer

**HIGHLIGHTS**

**Interest Acquired: 25.0%**

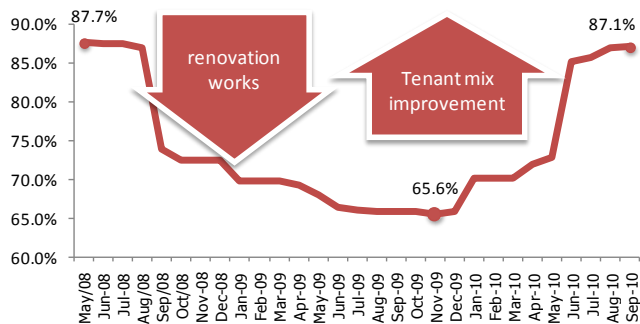
**Investment: R\$ 45.0 million**

**Resulting Interest: 62.5%**

**Shopping Santa Úrsula**



**Shopping Santa Úrsula’s inside after renovation**



**Occupancy Rate Evolution**

**Disclaimer:** Readers/investors should be aware that many factors may mean that our future results differ from the forward-looking statements in this document. The Company has no obligation to update said statements.

The words "anticipate", "wish", "expect", "foresee", "intend", "plan", "predict", "forecast", "aim" and similar words are intended to identify affirmations. Forward-looking statements refer to future events which may or may not occur. Our future financial situation, operating results, market share and competitive positioning may differ substantially from those expressed or suggested by said forward-looking statements. Many factors and values that can establish these results are outside the company's control or expectation. The reader/investor is encouraged not to completely rely on the information above.

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