

## SALES GROW 22.4% AT MULTIPLAN SHOPPING CENTERS IN 2010 AND REACH R\$7.5 BILLION

Rio de Janeiro, January 10<sup>th</sup> 2010 – Multiplan Empreendimentos Imobiliários S.A. (BM&FBOVESPA: MULT3) announces the preliminary data on sales for its 13 shopping centers. In 2010 sales recorded R\$7.5 billion, a growth of 22.4% compared to 2009. In the fourth quarter of 2010, sales reached R\$2.4 billion, a 20.1% increase over the same period of 2009.

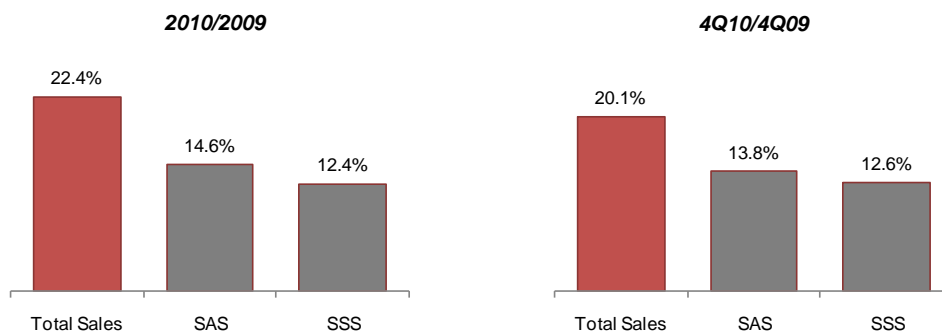
Excluding the areas added to the portfolio in the last 12 months, Same Area Sales (SAS) increased 14.6% in 2010 when compared to 2009, and 13.8% in 4Q10 over 4Q09. Same Store Sales (SSS) grew 12.4% in the year and 12.6% in the fourth quarter.

Every shopping center in Multiplan's portfolio presented double digit sales growth in 2010. Total sales for each mall are shown in the table below:

Total Sales – R\$'000

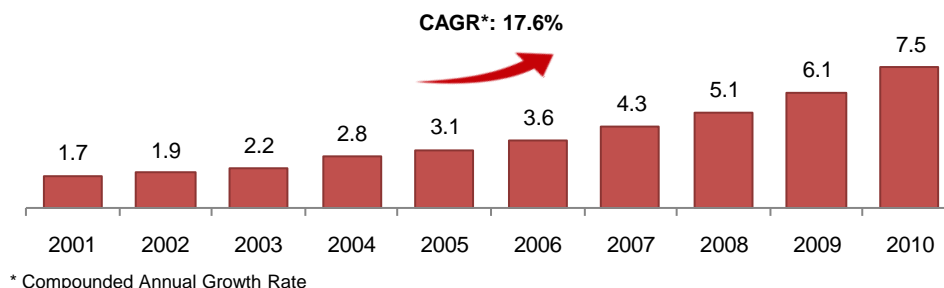
Shopping Center	4Q10	4Q09	Chg. %	2010	2009	Chg. %
BHShopping	273,554	206,681	▲32.4%	766,250	635,203	▲20.6%
RibeirãoShopping	151,630	134,032	▲13.1%	477,448	412,146	▲15.8%
BarraShopping	434,730	372,359	▲16.8%	1,350,607	1,147,705	▲17.7%
MorumbiShopping	368,055	325,821	▲13.0%	1,148,926	1,003,088	▲14.5%
ParkShopping	247,583	220,702	▲12.2%	775,376	658,024	▲17.8%
DiamondMall	129,343	113,241	▲14.2%	431,528	331,972	▲30.0%
New York City Center	50,829	41,955	▲21.1%	178,513	139,539	▲27.9%
Shopping AnáliaFranco	229,041	189,277	▲21.0%	687,744	523,877	▲31.3%
ParkShoppingBarigüi	185,508	148,529	▲24.9%	541,103	465,390	▲16.3%
Pátio Savassi	88,330	81,432	▲8.5%	283,955	253,573	▲12.0%
Shopping SantaÚrsula	36,158	25,177	▲43.6%	109,792	83,822	▲31.0%
BarraShoppingSul	162,185	135,406	▲19.8%	510,281	425,442	▲19.9%
Shopping VilaOlímpia	73,898	29,236	▲152.8%	214,401	29,236	▲633.3%
<b>Total</b>	<b>2,430,844</b>	<b>2,023,848</b>	<b>▲20.1%</b>	<b>7,475,923</b>	<b>6,109,019</b>	<b>▲22.4%</b>

Total Sales, Same Area Sales (SAS) and Same Store Sales (SSS) growth



It is important to highlight that in the last ten years Multiplan shopping centers presented compounded annual growth of sales of 17.6%, as shown in the chart below.

Evolution of Annual Sales – R\$ billion



## Highlights

**Shopping Vila Olímpia**, inaugurated in November 2009, presented strong sales growth in December 2010, when compared to December 2009: 34.5%. **BarraShoppingSul**, opened in November 2008, recorded annual sales 19.9% higher in its second year of operation (2010/2009).

After important improvements, **Shopping Santa Úrsula** recorded sales 31.0% higher in 2010, compared to 2009. Located in the same city, **RibeirãoShopping** saw a growth in sales of 15.8% in 2010.

With 31 years in operation and having opened its fifth expansion in 3Q10, **BH Shopping** presented sales 20.6% higher in 2010 when compared to the previous year. This performance shows the company's ability to add value to its already consolidated assets. A similar effect can be seen at **Shopping AnáliaFranco**, which opened an expansion in 3Q09 and registered a sales increase of 31.3%, in 2010.

**BarraShopping** and **DiamondMall**, which will complete 30 and 15 years of operation respectively, in 2011, also presented a strong performance in 2010 annual sales. BarraShopping registered an increase of 17.7% and DiamondMall of 30.0%.

**Armando d'Almeida Neto**  
CFO and Investors Relation Officer

**Disclaimer:** Readers/investors should be aware that many factors may mean that our future results differ from the information in this document. The information included in this report are preliminary and can be modified without previous notice. The company has no obligation to update said information. The reader/investor is encouraged not to completely rely on the information above.

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