



JANUARY-JUNE 2001 RESULTS

PRISA INCREASES REVENUES BY 11.9% AND REACHES A NET PROFIT OF 42.27 MILLION EUROS

During the first six months of 2001, Grupo Prisa increases revenues by 11.9% up to 588.52 million euros.

Net profit reaches 42.27 million euros, a decrease of 16.1% over the same period previous year.

1) The advertising market

Advertising market performance in Spain during the first six months of year 2001, has followed the sector's trend in Europe and the U.S..

According to the Group's estimations (GDM), during the first six months of 2001, the advertising market in Spain has experienced a 10,2% decrease compared to the same period last year. Besides this fall, the strong leadership position has enabled total Group's advertising revenues during the period to decrease by only 2.4%, which means 780 basis points above the market average.

In the short term, the lack of visibility in the advertising market makes it difficult to estimate second half 2001 behaviour, although it should be pointed out that during the last 6 months of year 2000, advertising started to experiment minor increases, and therefore the comparison will be more favorable.

Grupo Prisa's dependency on advertising revenues during the first six months of year 2001 has been 39% compared to 45% last year for the same period. The existence of other businesses with strong growth potentials, like Santillana or Music, compensates this dependence.

2) NEW BUSINESSES DEVELOPMENT

Grupo Prisa is currently developing its new activities: local TV's, Internet, local Press and Music (around one year old on average). These will generate important synergies with the rest of the Group's businesses in the medium term. During the first six months of year 2001 their contribution to the operating profit was negative.

3) Latin America exposure

Approximately 20 % of Total Grupo Prisa's revenues are generated in Latin America, mainly coming from Santillana's schoolbook sales. There is to highlight the following:

- 1) During the first six months of year 2001, the educational campaigns in Argentina, Chile, Bolivia, Brazil, Costa Rica, Panama , Peru, Colombia, Guatemala, Uruguay, Paraguay, Honduras and El Salvador have finished. Their figures are already included and their revenues show an organic growth of 14% compared to the same period previous year (excluding Brazil which has been consolidated for the first time in year 2001) .
- 2) Santillana is mainly oriented towards the private market. Historically the risk of non payments is very low, since most payments are made in shorts periods of time from delivery.
- 3) There are growth prospects for the educational campaigns in Spain, Portugal, Mexico and Venezuela, which will take place in the second half of the year.

It is important to point out that Santillana has been in Latin America since the 60's and present in countries which have gone through similar economical conditions as they are going through now. The experience has demonstrates that education is not very much associated to economic crisis, as other sectors are.

MAIN FIGURES

CONSOLIDATED PROFIT AND LOSS ACCOUNT

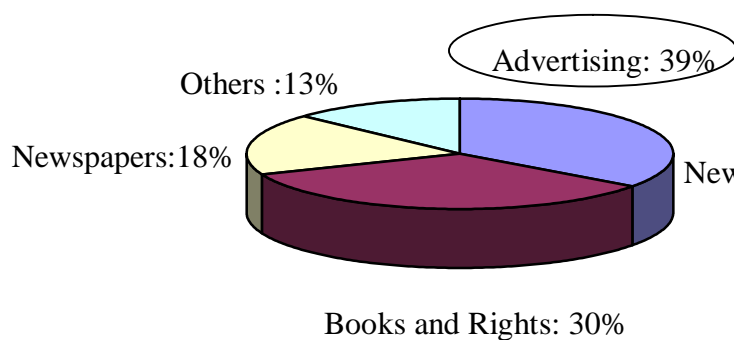
	Million euros		Variación %
	Jan-June 2001	Jan-June 2000	
Revenues	588.52	526.14	11.9%
EBITDA	83.9	102.2	(17.9%)
EBIT	52.06	72.24	(27.9%)
Financial Results	(9.44)	3.69	-
Associates results	9.38	4.17	125%
Goodwill amortization	(11.8)	(8.19)	44%
Ordinary activities results	40.20	71.91	(44%)
Extraordinary results	18.4	3.04	-
Results before taxes	58.6	74.95	(21.8%)
Corporate tax	(16.09)	(23.08)	(30.3%)
Minority interests	(0.27)	(1.49)	(82.1%)
Consolidated net results	42.27	50.38	(16.1%)

BUSINESS DEVELOPMENT

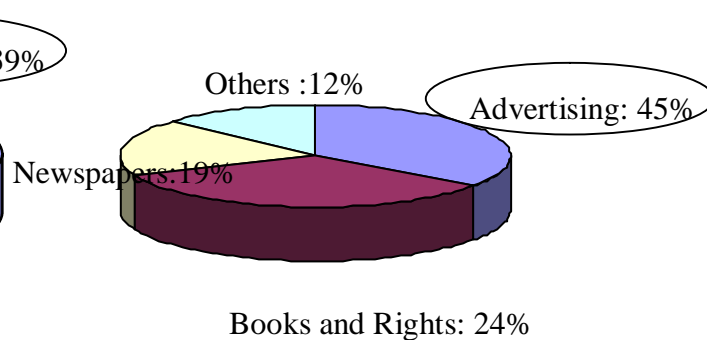
Revenues

Advertising revenues represent 39% of total revenues during the first half 2001, compared to 45% during the same period last year. This is mainly due to the better performance of the educational campaigns already finished, to EDITORA MODERNA contribution, and to the excellent performance of the music activity

January-June 2001



January-June 2000



Revenues increase by 11.9%, from 526.14 million euros to 588.52 million euros.

The breakdown of revenues by line of activity is as follows:

	Million euros		Variation %
	Jan-June 2001	Jan-June 2000	
Newspaper and Magazine sales	130.89	124.22	5.4%
Book sales and rights	175.47	128.21	36.9%
Advertising revenues	242.79	248.86	(2.4%)
Music revenues	12.6	7.1	76.5%
Other	102.74	86.38	19.0%
Consolidation adjustments	(75.96)	(68.64)	10.7%
Total	588.52	526.14	11.9%

- **Newspapers and magazine sales** grow by 5.4 %. The average daily circulation of Prisa's main newspapers during the first six months of the year compared to the same period last year are the following:

	Jan-June 2001	Jan-June 2000	Variation %
El País	436,253	447,072	(2%)
As	166,546	148,987	12%
Cinco Días	27,146	29,503	(8%)

- **Book and rights sales** increase by 36.9%. EDITORA MODERNA, which has been consolidated for the first time in year 2001, contributes with 27.81 million euros revenues.
- **Advertising sales** decrease by 2,4% , starting with very high figures during year 2000. It is important to point out that the advertising revenues during last year's first half increased by 19,7%.
- **Music revenues** show an excellent performance. The 76.5% growth arises mainly from the launching of new artists.
- **Other revenues** increase by 19%, due to an improvement in all remaining business units.

Operating profit (EBIT), reaches 52.06 million euros compared to 72.24 million euros same period previous year, a decrease of 27.9%, mainly due to :

- Worse advertising revenues performance.
- New businesses negative contribution to the operating profit (EBIT). These businesses are in the launching phase, with good prospects on the medium term and losses in the short term.

Net income before taxes, decrease by 21.8% reaching 58.63 million euros. Higher goodwill amortization due mainly to the acquisition of EDITORA MODERNA and 1.53% of SOGECABLE, and superior financial costs due to a larger debt, have been offset by higher income coming from equity accounted companies and higher extraordinary results mainly coming from the disposal of the technical installations of the broadcasting centres.

Finally, **net income** reaches 42.27 million euros as compared to 50.38 million euros in the year 2000 first half, which represents a decrease of 16.1%.

CAPITAL EXPENDITURE

During the first half of year 2001, the most significant investments have been the following:

- Acquisition of EDITORA MODERNA for a total amount of 80 million euros.
- Purchase of the record label HORUS for a total amount of 6 million euros.
- Larger capital investment in Firstmark (telecommunications LMDS license) for a total amount of 9 million euros.

Total gearing as of June 2001 has grown up to 68%, a ratio below the average in the media sector.

EVOLUTION BY BUSINESS UNIT

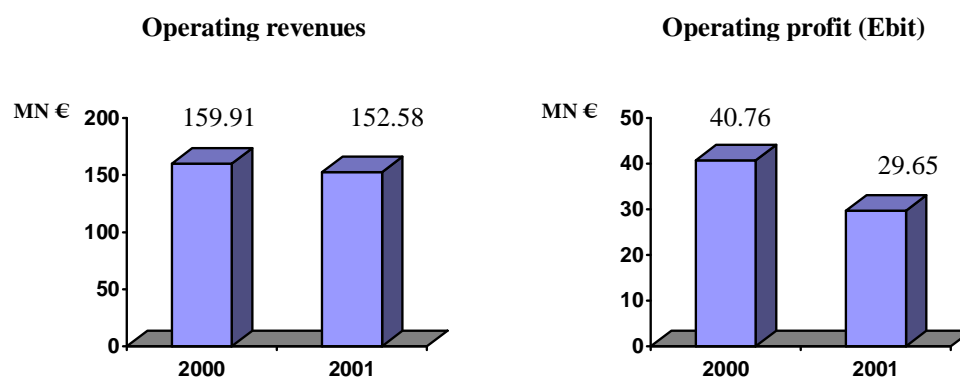
The evolution in revenues and EBIT by business unit, during the first half of year 2001, compared to the same period last year, is the following:

Operating Revenues			
	Million euros		
	Enero-Junio 2001	Enero-Junio 2000	Var (%)
El Pais	152.58	159.91	(4.6%)
Other printed media	109.93	102.29	7.5%
Radio	95.33	91.59	4%
Local Tv	1.52	0.02	76%
Santillana	180.33	131.20	37.5%
Internet	5.34	1.97	170.8%
Music	15.80	7.13	121.5%
Printing	50.72	48.12	5.4%
GDM	42.86	46.00	(6.8%)
Others	10.32	6.61	56%
Consolidated adjustments	(76.18)	(68.75)	11%
Total	588.522	526.14	11.9%

Operating Profit (EBIT)			
	Million euros		
	Enero-Junio 2001	Enero-Junio 2000	Var (%)
El Pais	29.65	40.76	(27.3%)
Margin s/sales	19%	25.5%	
Other printed media	(5.46)	0.53	-
Margin s/sales	-5%	0.5%	
Radio	15.43	18.74	(18%)
Margin s/sales	16%	20%	
Local tv	(5.8)	(0.16)	-
Margin s/sales	-	-	-
Santillana	17.39	10.88	59,9%
Margin s/sales	9.6%	8.0%	
Internet	(8.83)	(6.43)	37,5%
Margin s/sales	-	-	
Music	(0.17)	(0.66)	74,4%
Margin s/sales	-1%	-9%	-
Printing	8.15	8.19	(0,6%)
Margin s/sales	16%	17.0%	
GDM	3.65	3.86	(5,6%)
Margin s/sales	8.5%	8.4%	
Others	(1.95)	(3.49)	
Total	52.06	72.24	(27,9%)

EL PAÍS

	Million euros		Var (%)
	Jan-June 2001	Jan-June 2000	
Total Operating Revenues	152.58	159.91	(5%)
Total operating expenses	122.93	119.15	3%
EBIT	29.65	40.76	(27%)
EBITDA	34.76	45.69	(24%)

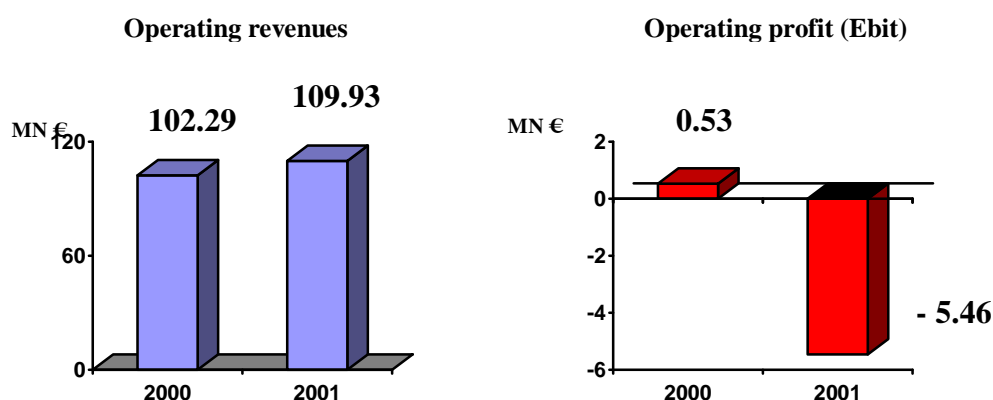


The most relevant highlights of El País during the first six months of year 2001 are the following:

- **Newspapers and magazine sales**, which represent 37% total revenue, increase 5%.
- **Advertising sales** decreased by 11% over the same period 2000, where advertising revenues increased 23% over 1999.
- **Supplies**, which represent 43% of total expenses decreased 3%.

OTHER PRINTED MEDIA

	Million euros		Var (%)
	Jan-June 2001	Jan-June 2000	
Total operating revenues	109.93	102.29	7%
Total operating expenses	115.39	101.75	13,4%
EBIT	(5.46)	0.53	-
EBITDA	(3.05)	2.04	-



To make a thorough analysis between year 2000 and 2001 the following circumstances have to be taken into account:

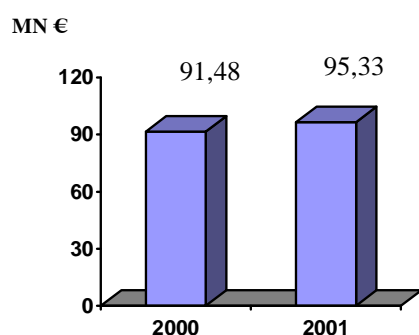
- For the first time new businesses were incorporated into the consolidated perimeter, for example **GARAFULIC**, the multimedia Bolivian group.
- In June 2000 Distasa, Bidasoa and Norprensa, were included in the consolidation perimeter of this business unit, and are not in June 2001.
- In June 2001 new companies such as Ediciones La Mirada, Nuevo Diario de Valladolid, Box News and Diario de Jaen were included in the consolidated perimeter.
- **The average circulation of Diario AS** during the first six months of 2001 is 166,546 copies, 12% more than last year's first half. In June average daily circulation reached 186,077 copies.
- **The Advertising sales** of Diario As have remained practically flat compared to last year's first half, while Cinco Dias has experienced a 16% drop.
- **Within other revenues, PROGRESA** stands out, as a result of a larger activity in magazine for third parties, increasing its revenues by 2.3 million euros.

- **The Operating loss** during the first six months of the year reaches 5.46 million euros compared to 0.53 million euros profit during the same period last year, mainly as a consequence of the first time contribution of new businesses such as El Día de Valladolid and La Mirada, -which did not exist during the first half of year 2000.

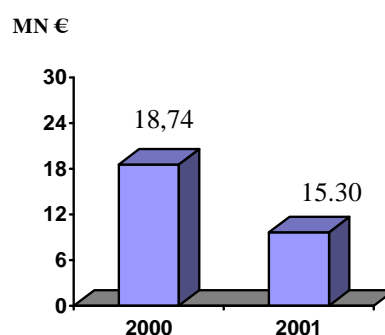
RADIO / CADENA SER

	Million euros		Var (%)
	Jan-June 2001	Jan-June 2000	
Total operating revenues	95.33	91.59	4%
Total operating expenses	79.90	72.85	10%
EBIT	15.43	18.74	(18%)
EBITDA	18.49	21.34	(13%)

Operating Revenues



Operating profit (Ebit)



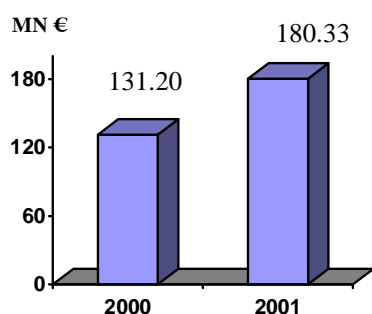
- **Total revenues** show a good trend, with a 4% growth over the same period last year. Advertising revenues grew mainly as a result of the increased investments in Telecommunications.
- The impact of local TV business, included in with a negative EBIT during the first six months.
- **ANTENA 3 de Radio**, has reached sales of 13.89 million euros, with an EBIT of 9.82 million euros. These figures are not reflected in consolidated P&L of this business unit, since Prisa has a 49,29% stake in Antena 3 Radio and is therefore consolidated through the equity method.

The impact of considering these figures in the radio business unit as whole, would represent an increase in 2001 EBIT of 4.82 million euros. The international activity contributes with a negative EBIT of 0.76 million euros.

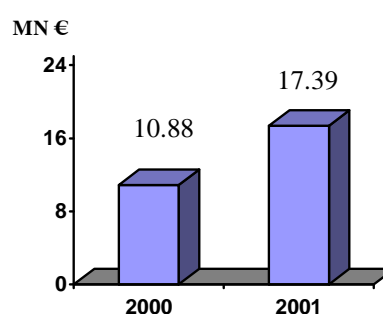
PUBLISHING

	Million euros		Var (%)
	January-June 2001	January-June 2000	
Total operating revenues	180.33	131.20	37%
Total operating expenses	162.94	120.32	35%
EBIT	17.39	10.88	60%
EBITDA	30.56	24.29	26%

Operating revenues



Operating profit (Ebit)



The most important highlights in this business unit during the first half of year 2001 are the following:

- **EDITORIA MODERNA** has been fully consolidated for the first time in 2001. MODERNA contributes with 28.48 million euros in revenues.
- Excluding EDITORA MODERNA, **sales grew by 15%**, taking into account that the educational campaigns in Argentina, Chile, Bolivia, Brazil, Costa Rica, Panama, Peru, Colombia, Guatemala, Uruguay, Paraguay, Honduras and El Salvador are already accomplished.

MUSIC

	Million euros		Var (%)
	Enero-Junio 2001	Enero-Junio 2000	
Total operating revenues	15.80	7.13	121%
Total operating expenses	15.97	7.80	105%
EBIT	(0.17)	(0.66)	75%
EBITDA	0.06	(0.52)	-

The most important highlights to consider are the following:

- **HORUS, acquired in February 2001**, is consolidated for the first time in year 2001, with a positive contribution of 1.06 million euros in revenues and 0.53 million in EBIT.
- **MUXXIC LATINA**, the company created by PRISA and UNIVERSAL MUSIC GROUP in the U.St., to promote latin music in the global market, will soon start its activities and therefore has not yet contributed to the first half 2001 figures.
- The CD promotions of Tamara, Raul, Paulina Rubio and Papa Levante. have obtained sales records.
- In June 2001, Gran Via Musical, Sony Music and Emilio Estefan have reached an agreement by means of which a new seal will be launched to promote and commercialise latin artists.

INTERNET

	Million euros		Var (%)
	Enero-Junio 2001	Enero-Junio 2000	
Total operating revenues	5.34	1.97	171%
Total operating expenses	14.17	8.40	69%
EBIT	(8.83)	(6.43)	(37%)
EBITDA	(7.37)	(5.96)	(24%)

- Figures as of June 2001 include for the first time digital activities of the group: Pais, Cinco Días, Unión Radio and Diario As. These figures were registered in year 2000 in each of the respective business unit.
- **Total number of INICIA** subscribers as of June 2001 is 301,600.

ADVERTISING SALES AGENCY (GDM)

	Million euros		
	Jan-June 2001	Jan-June 2000	Var (%)
Total operating revenues	42.86	46	(7%)
Total operating expenses	39.21	42.14	(7%)
EBIT	3.65	3.86	(6%)
EBITDA	3.86	4.04	(5%)

In order to analyse properly this business unit, it is important to calculate the net operating revenues:

	Million euros		
	Jan-June 2001	Jan-June 2000	Var (%)
Advertising revenues	42,86	46	(7%)
Supplies	32,01	35,48	(10%)
Total net revenues	10,85	10,52	3%

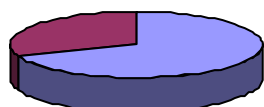
Although total advertising managed by GDM has decreased over the period, total net operating revenues increases 3%, due to a higher average profitability of the current clients portfolio in comparison to year 2000.

PRINTING

	Million euros		Var (%)
	Jan-June 2001	Jan-June 2000	
Total operating revenues	50.72	48.12	5%
Total operating expenses	42.57	39.93	6.6%
EBIT	8.15	8.19	(0.6%)
EBITDA	12.11	12.42	(3%)

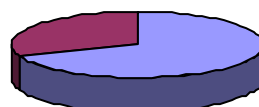
- **MATEU LIBER**, involved in the one-colour printing of dictionaries and novels, has been incorporated this year and will start its activity during the second half of year 2001.
- Prisaprint increases significantly its exporting activity, specially to Europe but also to America. As of 30 June 2001, the sales breakdown is the following:

International:34%



National:66%

In-house clients: 33%



Third parties: 67%

NEWS FROM THE GROUP DURING THE FIRST HALF OF YEAR 2001

23 January 2001- PRISA acquires Box News and increases its activity in the free publication sector

Prisa has acquired 57.5% of the company Box News Comunicación for a total amount of 1 million euros, which means that it has increased its shareholding to 80%, as it had been the holder of 22.5% of the shares through PROMOTORA GENERAL DE REVISTAS S.A. (PROGRESA) since last year.

16 February 2001- PRISA acquires the record label HORUS

PRISA has acquired 60% of the capital of the independent Record Label Horus, for a total amount of 5.9 million euros. PRISA has also covered a rights issue in the company for 1.7 million euros. The deal also includes the acquisition of the recording library of Horus S.A. and the one of its publishing company Lyrics & Music.

1 March 2001- PRISA presents its results of year 2000, with a consolidated net profit of 92.6 million euros

The Grupo PRISA obtained a consolidated net profit of 93 million euros in 2000, compared with 86 million euros recorded in the previous financial year, which means a growth of 8.2%. PRISA invested more than 342 million euros, not including the acquisition of SANTILLANA and MATEU CROMO, which was made through a capital increase.

8 March 2001- PRISA created the audiovisual production company Plural Entertainment

PLURAL ENTERTAINMENT is the GRUPO PRISA's new audiovisual production company, founded with the aim of developing and producing audiovisual contents in all the TV production areas. PLURAL, created with a clearly international outlook, is specially aimed at the American continent.

23 March 2001- PRISA acquires the Brazilian publishing company Moderna.

PRISA has acquired 100% of the Brazilian publishing company MODERNA, dedicated to educational books, by means of the Publishing Group, SANTILLANA. With this purchase and promoting the development of its publishing activities in Latin America.

19-April-2001- PRISA celebrates its Annual Shareholders Meeting. The distribution of a dividend of 0.11 euros per share was approved at Prisa's Annual Shareholders Meeting, held on Thursday 19 April, in Madrid. Jesus de Polanco, Chairman of the company, emphasized the Group's excellent results in the financial year 2000, with a consolidated net profit of 93 million euros.

15-June-2001- Gran Vía Musical, Sony Music and Emilio Estefan create a discographic seal to promote and develop latin music.

Gran Vía Musical, Sony Music and Crescent Moon (a company founded by Emilio Estefan) agreed upon the creation of a new music record seal specialized in the launching and promotion of latin artists.

27-June-2001- SER culminates the season with a total leadership in the radio market.

SER (www.cadenaser.com) culminates the season with total leadership in the spanish radio market, according to the latest data delivered from Estudio General de Medios.

During the period April-June 2001, SER is the Spaniards preferred radio station, accounting with 4,062,000 daily listeners, followed by Onda Cero with half a million listeners less. Telefónica's station (Onda Cero) reaches 2,512,000 listeners, the State owned Radio Nacional de España 1,798,000, and COPE 1,719,000.