



Communication of Relevant Information

Promotora de Informaciones SA (PRISA) announces the following relevant information, under the provisions of article 82 of Act 24/1988, July 28th, of Securities Market (*"Ley del Mercado de Valores"*).

In relation to non-voting convertible Class B shares issued by a capital increase against in-kind contributions¹, PRISA has granted a public deed formalizing (i) the conversion of 12,000,823 Class B shares into an equal number of Class A shares under the terms established by the Class B issue agreement, and (ii) the issuance of 2,105,897 new Class A shares for the payment of the minimum dividend accrued until the conversion². This public deed has been recorded in the Registry of Commerce of Madrid, on December 28th, 2012, entry 359.

PRISA share capital upon the exercise of the conversion rights by holders of Class B shares into Class A shares and the issuance of new Class A shares for the payment of the minimum dividend, is represented by: (a) 651,054,490 Class A common shares, of 0.10€ par value each, numbered consecutively from 1 to 651,054,490 and (b) 340,268,409 Class B convertible and non-voting shares, of 0.10€ par value each, numbered consecutively from 1 to 340,268,409. PRISA share capital, after this exercise of the conversion rights, amounts 99,132,289.90€.

The admission to trading of the new ordinary shares will be applied on the Stock Exchange of Madrid, Barcelona, Bilbao and Valencia through the Automated Quotation System (*"Sistema de Interconexión Bursátil" -Mercado Continuo-*).

Madrid, January 3th 2013

¹ Capital increase agreement against in-kind contributions, approved by the General Extraordinary Shareholders Meeting of PRISA held on 27th November 2010 (Securities Note number 49,155, registered on CNMV), reported by Relevant Information dated November 27, 2010 (Registration No.133939 on CNMV).

² Amendment of minimum dividend rules for preferred non-voting convertible Class B shares and share capital increase by tranches, approved by the General Extraordinary Shareholders Meeting of PRISA held on 30th June 2012, reported by Relevant Information dated June 30, 2012 (Registration No.168774 on CNMV).