

Videolar's "Prato Cidadão" Social Project receives the Top Social ADVB 2007 Award 27/08/2007



Videolar was honored for the second consecutive year with the TOP Social ADVB Award, an initiative of the Brazilian Marketing and Sales Directors' Association RJ which awards outstanding socially responsible projects.

On behalf of the Restaurante Popular:Prato Cidadão project, Videolar received the acknowledgment for its struggle to minimize social injustice. Since 2004, the company, in partnership with the Amazonas State Government and Puras do Brasil, has been offering to Manaus' needy high-quality, balanced meals in a clean, safe environment, for only R\$ 1.00.

Footing 67% of the meals' cost, Videolar feeds the hopes of thousands of unemployed, self-employed and low-income families and homeless persons, all of which risk starvation. In the year 2006 alone, the company has reached the mark of 650 daily meals, a number which it intends to top in 2007.

Aware of its commitment to the Brazilian people, Videolar, besides feeding, also educates and trains low-income youths through the Formare project - TOP Social ADVB 2006 recipient - and the LIDE-EDH and Pró-Menor DOM Bosco projects. The population's health and well-being are assured by the company through its support to the Casa Vhida, GACC-AM and Fazenda Esperança institutions, all of them located in Manaus.

TOP Social ADBV 2007 is yet another award that Videolar wishes to share with those responsible for its success: its clients and collaborators.

These are the winning projects for 2007:

- August 27 - A Day to Make a Difference - Record TV
- Quixote Project Support Association - Petróleo Brasileiro S.A - Petrobras
- Cadê Você? - Petrobras Transporte S/A - Transpetro
- Casa da Moeda do Brasil: Environmental Evolution - Casa da Moeda do Brasil
- Casa Petrobras Balsa Nova - Petróleo Brasileiro S.A - Petrobras
- Comperj Integration Center - Petróleo Brasileiro S.A - Petrobras
- Cidades da Solda - Petróleo Brasileiro S.A - Petrobras
- Caípe Seamstresses' Cooperative - Petróleo Brasileiro S.A - Petrobras
- Ex-Convicts - Petróleo Brasileiro S.A - Petrobras
- Professional Training for Seamstresses at the Talavera Bruce Correctional Facility - Petróleo Brasileiro S.A - Petrobras
- Inclusion for the Deaf in Paraíba do Sul - Petróleo Brasileiro S.A - Petrobras
- Social Inclusion and Employability - Novezala Recursos Humanos Ltda
- Project Incubator for Professionals and Entrepreneurs - Petróleo Brasileiro S.A - Petrobras
- Pé Quente Bradesco - Fashion Targets Breast Cancer - Bradesco Capitalização S/A
- **Prato Cidadão - Videolar S/A**
- CMB FIA Social Inclusion Program - Casa da Moeda do Brasil
- Professional Qualification Program - Petróleo Brasileiro S.A - Petrobras
- Motorista Cidadão Program - Rio Ônibus
- Responsible Partnership Program - Petróleo Brasileiro S.A - Petrobras
- REMAR Program - Project Selection - Petróleo Brasileiro S.A - Petrobras
- Arará Project - Instituto Ary Carvalho
- Work Environment Quality - BicBanco