

PORTUGAL TELECOM SGPS SA
Form 6-K
January 29, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16 of the
Securities Exchange Act of 1934

For the month of January 2004

Commission File Number 1-13758

PORTUGAL TELECOM, SGPS, S.A.

(Exact name of registrant as specified in its charter)

Av. Fontes Pereira de Melo, 40
1069 - 300 Lisboa, Portugal
(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

RELEASE

APPOINTMENT OF NEW HEAD OF INVESTOR RELATIONS

Lisbon, Portugal, January 29, 2004 Portugal Telecom, SGPS, S.A. (PT) (NYSE: PT; Euronext: PTCO.IN) today announces the appointment of Nuno Prego as the new Investor Relations Director of PT Group, following the appointment of Vitor Sequeira as executive board member of Previsão, PT's pension fund management company.

Before joining PT Group, Nuno Prego was Head of Equity Research and telecoms analyst at BCP Investimento. Previously, he worked as portfolio manager in BPI's asset management unit, having started his career as telecoms and utilities analyst in the brokerage division of Banco Finantia. Nuno Prego holds a degree in economics from Universidade Nova de Lisboa and is a CFA charterholder. Recently, Nuno Prego was distinguished as best financial analyst of the year in the Investor Relations Awards 2003 promoted by Deloitte / Semanário Económico in Portugal.

This information is also available on PT's IR website <http://ir.telecom.pt>.

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Portugal Telecom is listed on the Euronext and New York Stock Exchanges. Information may be accessed on the Reuters under the symbols PT and PTCO.IN and on Bloomberg under the symbol PTC PL.
