

SARAIVA S/A LIVREIROS EDITORES
Publicly-held Company
Corporate Taxpayer's ID (CNPJ/MF) 60.500.139/0001-26

NOTICE TO THE MARKET

SARAIVA S/A LIVREIROS EDITORES (“Company” or “Saraiva”), one of Brazil's leading publishers and one of largest distributors of content, culture and education announces to its shareholders, investors and to the market in general, the opening today of its second store at the Iguatemi Esplanada Mall, in the region of Sorocaba.

Saraiva's first store at the Iguatemi Esplanada Mall has an area of only 88 m² and was inaugurated in 2002 in the traditional format, which includes books, office and school items, newspapers and magazines. The new unit within same complex, located in the south side of the mall has approximately 1,000 m² and includes a varied and broader product mix and services, comprising books in several categories, music, films, games, technology, office and school items and technical assistance.

The new *Mega Store* has a contemporary design, planned to compose a cozy ambience to customers and also relies on a children area called *Saraiva Kids*, which besides a selection of books, music and films, will also perform activities and games throughout the year, especially prepared for children.

Currently, Saraiva has 114 stores in 17 Brazilian states and in the Federal District, two of them in the Airport format, which includes the store at the Guarulhos International Airport, inaugurated in September 2013, the chain's first store in this segment and another store at the Manaus – Eduardo Gomes International Airport, inaugurated on April 9, 2014. We believe this is a strategic positioning in a new niche for the Company with excellent expectations of return.

São Paulo, April 25, 2014.

JOÃO LUÍS RAMOS HOPP
Chief Financial and Investor Relations Officer