

MINERVA S.A.

Publicly-Held Company – CVM No. 20931-1

Corporate Taxpayer's ID (CNPJ/MF): 67.620.377/0001-14

Company Registry (NIRE): 35.300.344.022

Av. Antônio Manço Bernardes, s/nº, Rotatória Família Vilela de Queiroz, Chácara Minerva
ZIP Code 14781-545 – Barretos, São Paulo

NOTICE TO THE MARKET

New Investor Relations Officer

Barretos (SP), August 7th, 2012 – Minerva S.A. ("Company"), one of South America's market leaders in the production and sale of fresh beef, live cattle and cattle byproducts, with operations also in the beef, pork and poultry processing segments, hereby informs its shareholders and the market in general that at the Board of Directors meeting held on this date, **Mr. Eduardo Pirani Puzziello** was elected the new Investor Relations Officer of the Company, in replacement of Mr. Fernando Galletti de Queiroz, who remains as Chief Executive Officer.

Mr. Eduardo Puzziello holds a degree in Business Administration from the Pontifical Catholic University (PUC-SP) and MBA in Capital Markets from the University of São Paulo (USP/Fipecafi). Mr. Puzziello started his professional career in 1998 at the insurance brokerage firm AON *Risk Services*, and also worked for BankBoston, Banco Santander, Corretora Fator, Banco Raymond James and Votorantim Corretora, where he held the position of sell side market analyst of several sectors. Between June 2009 and May 2010 he served as Minerva's Investor Relations Controller and returned to the company in November 2011. Since then, Mr. Puzziello has been holding the position of Investor Relations Non-Statutory Officer.

Investor Relations

E-Mail: ri@minerva.ind.br

Tel: +55 (11) 3074-2444

+55 (17) 3321-3355

Website: www.minerva.ind.br/ir

About Minerva S.A.

Minerva S.A. is one of the leading producers and sellers of beef, leather, live cattle exports and cattle byproducts in South America, and one of Brazil's three largest exporters in the industry in terms of gross sales revenue, exporting to some 100 countries. It has a daily slaughtering capacity of 10,480 head of cattle and beef deboning capacity of 2,040 tons. Present in the states of São Paulo, Rondônia, Goiás, Tocantins, Mato Grosso do Sul, Minas Gerais and Pará, as well as in Paraguay and Uruguay, Minerva operates ten slaughter and deboning plants, one tannery and eleven distribution centers. It also operates in the food service segment through the joint venture Minerva Dawn Farms (MDF), whose total meat processing capacity is 160 tonnes per day, producing food made from beef, pork and poultry. In the 12 months ended March 31, 2012, the Company recorded net sales revenue of R\$4.1 billion, up 14.0% on the same period a year earlier.