



**MINERVA S.A.**  
Public Held Company – CVM 20931-1  
Corporate Taxpayer ID (CNPJ/MF): 67.620.377/0001-14  
Company Register (NIRE): 35.300.344.022  
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## NOTICE TO THE MARKET

### Minerva opens a Distribution Center in Belo Horizonte

Barretos, March 23<sup>rd</sup>, 2011 - Minerva SA (BOVESPA: BEEF3; Bloomberg: BEEF3.BZ; Reuters: BEEF3.SA), one of the market leaders in Brazil in the production and sale of fresh beef, live cattle and byproducts, with operations also in the beef, pork and poultry processing segments, would like to inform its shareholders and the general market that it will open on March 25<sup>th</sup> its new distribution center in Contagem, State of Minas Gerais, in the Greater Belo Horizonte, aiming to serve the market of the State of Minas Gerais.

The opening of this new DC is part of Minerva's strategy to increase distribution of its products based on the concept One-Stop-Shop in the large centers in Brazil, especially in the regions that present growing demand for beef and its byproducts, targeting especially the small and medium retailers, a segment with good returns and customer loyalty.

This DC will reach 231 municipalities in the region which should result in an increase of 50% in the Minerva's presence in the State of Minas Gerais.

"Minas Gerais is an important market for Minerva, that is why the continued investment in the state", said Luis Ricardo Alves Luz, Commercial and Supply Director.

### One-Stop-Shop

The Distribution Centers trade Minerva's and also third-party products as pork, poultry, fish, lamb and frozen vegetables, and products of Minerva Dawn Farms (ready-to-eat products for the Food Service channel and Industries). "Our goal with the opening of the DCs is increasing the presence of Minerva to the end consumer in all regions of Brazil, in all segments of the market, benefiting from the good prospects for the country and the evolution of the population's purchasing power", explains Fernando Galletti de Queiroz, CEO of Minerva.

### Investor Relations

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### About Minerva SA

Minerva SA is one of the leaders producers and sellers of beef, leather and live cattle exports in Brazil, and is one of the country's three largest exporters in the sector in terms of gross revenue, exporting to some 100 countries. Minerva has daily slaughter capacity of 10,340 head of cattle and beef processing capacity of 2.040 tons. Present in the states of São Paulo, Rondônia, Goiás, Tocantins, Minas Gerais, Mato Grosso do Sul, Pará, in Paraguay and Uruguay, Minerva operates ten slaughter and deboning plants, one tannery and nine distribution centers. Minerva also operates in the food service segment through the Minerva Dawn Farms (MDF), which currently has meat processing capacity of 120 tons per day, producing food made from beef, pork and poultry. In the 12 months ended December 31<sup>st</sup>, 2010, the Company recorded net sales revenue of R\$3.4 billion, a growth of 31% on the same period a year earlier.

