



Minerva Foods

Minerva. Sempre à frente.

MINERVA S.A.

Publicly-Held Company – CVM nº 20931-1
Corporate Taxpayer 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
CEP 14781-545 – Barretos/SP

NOTICE TO THE MARKET

Minerva restructures its brand to expand its point-of-sale presence

Barretos (SP), August 22nd, 2012 - Minerva S.A. ("Company"), one of the leaders in Latin America 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 presents to the market the restructuring of its visual identity, with the same concept now being used in all group companies, packaging, vehicles and other point-of-sale visual materials. It is also adopting "Minerva Foods" as its Company name, comprising all group brands: Minerva, Pul (Uruguay) and Friasa (Paraguay).

"Five years ago, Minerva established a strategy of simple, coherent and consistent growth, structured for the medium and long term. Since its IPO, the Company concluded several investments in Brazil and acquired Friasa's plants in Paraguay and Pul's plants in Uruguay. The brand restructuring is another step towards a single growth identity", declared Fernando Galletti de Queiroz, Minerva Foods' CEO.

According to Luis Ricardo Alves Luz, Vice President of Operations in Brazil, the Company's new visual identity speaks more to consumers, who already buy Minerva meat at more than 25,000 points of sale in almost 1,300 Brazilian cities. Minerva is also the second biggest beef exporter in Brazil, shipping its products to more than 100 countries.

"The way the brand will be presented is going to change a lot. The Company wants consumers to recognize in all the credibility and tradition of product excellence that it already has with its commercial partners, the owners of the points of sale. This is the first step towards "jumping over the counter" and getting closer to final consumers," explained Alves.

The first stage of restructuring is to change everything that has a direct impact on consumers and other stakeholders, such as its headquarters, the São Paulo office, vehicle fleet, packaging and others.



Minerva Foods

Minerva. Sempre à frente.

Study

The restructuring of Minerva Foods' identity is based on market studies and new stages are being analyzed to have a greater impact on consumers.

"Minerva deeply respect its consumers, so the Company believes this process should be executed very carefully. At this point, it wants consumers to recognize the same qualities that the trade has recognized for years, so it will focus all its efforts on the distribution channels. In the future, when Minerva have a deeper understanding of the needs of its final consumers and are fully prepared to meet them, it will take a second step. After all, Minerva is a food company, but it also has a strong distribution channel for other products and it will now be able to communicate this more effectively to the market, further strengthening its focus on small- and medium-scale retail," explained Minerva Foods' Marketing Manager, Fábio Luiz Teixeira.

Minerva Foods' new identity will be launched at the *Festa do Peão* festival in Barretos. The Company is headquartered in that city and is one of the main sponsors of the 57th edition of one of the world's largest festivals of its kind. "The festival is the moment of greatest interaction with our stakeholders and is attended by more than one million people from all over the country, as well as representatives of the country's main retail chains," added Teixeira.

Changes in electronic mail and company website will happen in September 1st.

Investor Relations

E-Mail: ri@minerva.ind.br

Phone: +55 (11) 3074-2444

+55 (17) 3321-3355

Website: www.minerva.ind.br/ri

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 tonnes. 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 ten 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 June 30th, 2012, the Company recorded net sales revenue of R\$4.2 billion, up 16.2% on the same period a year earlier.