



## NOTICE TO THE MARKET

### Minerva may increase its position in Brazil with a slaughter plant in Minas Gerais

**Barretos, January 4, 2010** – Minerva S.A. (BOVESPA: BEEF3; Bloomberg: BEEF3.BZ; Reuters: BEEF3.SA), one of the leaders in Brazil in the production and sale of fresh beef, leather and live cattle, announces to shareholders and the market the execution of a sale agreement for the acquisition of a cattle slaughter plant in Campina Verde, a city located in the Triângulo Mineiro region in western Minas Gerais state.

The acquisition of the asset, which has slaughter capacity of 700 head/day and deboning, represents an increase of ten percent (10%) in Minerva's total installed capacity and will further strengthen the company's positioning in the beef protein sector. The unit is approved to sell products in both the domestic and foreign markets.

Total investment in the acquisition and expansion plans is estimated at R\$ 46 million and will be supported by a financing line of over 10 years, with the project also qualifying for financing lines from development agencies. We believe the new plant's operating cash generation is in line with Minerva's consolidated figure and will help the company to improve its level of indebtedness.

The acquisition will increase the geographical diversification of the company's plants, representing the launch of operations in Minas Gerais state by Minerva, which has one of Brazil's largest cattle herds (estimated at 22.4 million head).

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#### About Minerva S.A.

Minerva S.A. is one of the leading 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. The Company has slaughter capacity of 6,600 head/day and beef processing capacity of 1,730 tonnes/day, equivalent to approximately 10,900 head. Present in the states of São Paulo, Rondônia, Goiás, Tocantins, Mato Grosso do Sul and in Paraguay, Minerva operates eight slaughter and deboning plants, one tannery and seven distribution centers. Minerva also operates in the food service segment through the joint venture Minerva Dawn Farms (MDF), which has current meat processing capacity of 10 to 15 tonnes per hour, producing food made from beef, pork and poultry. In the 12 months through September 2009, Minerva recorded net sales revenue of R\$2.6 billion, for growth of 12% on the same period a year earlier.