

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

Minerva launches its new Investor Relations website

Barretos (SP), July 11th, 2012 - Minerva S.A. ("Company"), a leader in South America in the production and sale of fresh beef, live cattle and cattle byproducts, with operations in the beef, pork and poultry processing segments, hereby informs its shareholders and the market in general that its new Investor Relations website (www.minerva.ind.br/ir) and the company's institutional website (www.minerva.ind.br) are already available.

Among the website's new features, investors will find a much more organized, faster access to all of Minerva's information. In addition, the new website has been structured so that users can also access it via cell phone or tablets with the same quality. The website's structure has been reviewed in order to deliver fast, transparent content in line with the best investor relations practices, which is our commitment to the market.

Investor Relations

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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 to tonnes per day, producing food made from beef, pork and poultry. In the 12 months ended December 31, 2011, the Company recorded net sales revenue of R\$4.0 billion, up 16.7% on the same period a year earlier.