

# MINERVA

Qualidade em Alimentos

**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 Northeast of Brazil

**Barretos, September 22<sup>nd</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 October 2011, its 11th distribution center in Fortaleza, State of Ceará.

The opening the first DC in the Northeast region 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. "Our goal with the opening of the DCs is increasing the presence of Minerva to the end consumer in all regions of Brazil, mainly in the Northeast region and 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 S.A. is one of the leaders producers and sellers of beef, leather and live cattle exports in South America, 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 10,480 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 eleven 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 June 30<sup>th</sup>, 2011, the Company recorded net sales revenue of R\$3.6 billion, a growth of 19.3% on the same period a year earlier.

