

SARAIVA S.A. LIVREIROS EDITORES

Publicly-Held Company

Corporate Taxpayer ID # (CNPJ): 60.500.139/0001-26

Commercial Register # (NIRC): 35300025300

NOTICE TO THE MARKET

Saraiva S.A. Livresiros Editores (“Saraiva”) announces to its shareholders and investors, as well as the market in general, the results of the **2016 National Textbook Program (“PNLD”)**, which were released by the National Fund for Educational Development (“FNDE”).

Saraiva’s sales within the scope of the 2016 PNLD to Elementary School I students enrolled in public schools (“New Choice”) totaled 8.5 million copies. It is worth noting that the sales price of these books will be established through a price negotiation with the FNDE until the end of this month.

Regarding the sale of replacement books from prior years to Elementary School II and High School students (“Replacement”), Saraiva sold a total of 6.8 million books, corresponding to revenue of R\$66.4 million.

After concluding negotiations related to the new choice, Saraiva will disclose a new Notice to the Market with the total value of the agreements (New Choice and Replacement) within the scope of the 2016 PNLD.

São Paulo, September 29, 2015.

JORGE SARAIVA NETO

Chief Executive Officer and Director of Investor Relations

About Saraiva

Saraiva, a Company focused on education, culture and entertainment, is present in all phases of its clients’ lives. The Company operates through a multi-channel concept, offering a wide range of products and services. The Company conducts its e-commerce business through the site Saraiva.com.br, whose operations are fully integrated with those of the physical stores, and Saraiva has a presence throughout the entire country. Saraiva also publishes and delivers content, focused primarily on the education segment, in print and digital form and through its Learning Systems, serving pre-school through college levels, in addition to its technical and professional content.