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Publicly-Held Company
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NOTICE TO THE MARKET

São Paulo, June 11, 2014 – Saraiva (Bovespa: SLED3 and SLED4), one of Brazil's leading publishers and one of largest distributors of content, culture and education – hereby informs its shareholders and investors and the market in general the opening of its third store in airports - at Afonso Pena International Airport, located in Curitiba/PR.

Opened on June 9, the new store at Afonso Pena International Airport, located in the third floor, near the food court, has about 140 square meters.

"With contemporary design, tailored to the specific needs of airport clients, thus creating more space between furniture to facilitate the circulation of passengers with luggage. The investment in this store format reinforces our strategy of diversification and expansion of the physical chain of stores."-commented Pierre Berenstein, Saraiva's Vice President of Operations.

"We have identified an opportunity to expand our business in the metropolitan region of Curitiba. According to Infraero, the Afonso Pena International Airport, Brazil's 11th largest terminal in terms of flow of passengers, received 6.7 million passengers in 2013. Currently, the terminal, designed for a capacity of 7.9 million passengers, is going through an expansion plan and should receive more 8.5 million passengers per year until the end of the construction in 2016", said Berenstein.

Currently, besides the new shop at Afonso Pena International Airport (Curitiba/PR), Saraiva has a store at André Franco Montoro International Airport (Guarulhos/SP), opened in September 2013, and another one at Eduardo Gomes International Airport (Manaus/AM), inaugurated in April this year. The Company will open five more stores still in 2014 at the Viracopos International Airport (Campinas/SP). These stores will be located in the new terminal area of the International Airport.

"The shops in the airports, offer products ranging from journals, books, pocket books, travel guides and dictionaries, stationary items, convenience, Bomboniere and gifts, to toys and electronics options, which we consider a differential" - adds Berenstein. Relying on Saraiva's infrastructure and logistics network, airport stores receive products on a daily basis, guaranteeing a full and updated range of products every day, promptly meeting the needs of people visiting the stores", said Berenstein.

This represented a strategic positioning opportunity for the Company, in a promising market, with excellent potential for generating positive returns. Saraiva is also taking part in Infraero bids for the opening of new stores in other airports and is alert to any other opportunities that may arise in the airport industry. It is worth pointing out that this expansion is not limited to the airports that are being operated by the private sector.

São Paulo, June 11, 2014.

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