

SARAIVA S.A. LIVREIROS EDITORES
Publicly Held Company
Corporate Taxpayer's ID (CNPJ): 60.500.139/0001-26

NOTICE TO THE MARKET

Saraiva S.A. Livreiros Editores ("Saraiva") hereby discloses to the market the communication received from its shareholders TRÓPICO INVESTIMENTOS E PARTICIPAÇÕES LDTA, located at Rua dos Pinheiros, 870 – São Paulo/SP, enrolled with CNPJ/MF under No. 04.636.879/0001-13 ("Investor"), pursuant to Article 12 of CVM Instruction 358/02, as follows:

The Investor purchased 2,164,400 preferred shares issued by the Company, reaching relevant participation of 7.57% of the total capital stock of the Company, in a total amount of 28,596,123 total shares of Saraiva on September 17, 2014.

The Investor declares that its objective for the participation abovementioned is strictly of minority investment and the participation does not have the purpose of changing the controlling group.

São Paulo, September 18, 2014.

JORGE SARAIVA NETO
Chief Executive Officer and Investor Relations Officer

About the Saraiva Group

The Saraiva Group, a Brazilian publicly held company with approximately 6,000 employees that is celebrating its 100th anniversary in 2014, creates and distributes content, technology and services through its Publishing and Retail businesses. The Group is a benchmark in the production of content for basic, technical and higher education, especially Law, where it is a market leader. Its educational solutions include innovative technologies, such as adaptive learning and pay digital library, and it also offers special content for distance learning. With 115 stores in 17 Brazilian states and the Federal District, it has Brazil's largest content, culture and entertainment retail chain. Since the launch of its e-commerce platform in 1998, it has operated with an integrated and multi-channel approach by offering customers products and services through the www.saraiva.com.br website or in its physical stores. It has a rich collection in terms of literature, stationery, music, films, games and software, telephony, electronics, technology, newspapers, in addition to mobile recharge, ticket sales, gift cards, prepaid cards, insurance, technical assistance, guaranteed delivery and home delivery.