

## **SARAIVA S/A LIVREIROS EDITORES**

Publicly-held company

Corporate Taxpayer's ID (CNPJ/MF) 60.500.139/0001-26

### **NOTICE TO THE MARKET**

**SARAIVA S/A LIVREIROS EDITORES** ("Company", "Group" or "Saraiva") hereby announces to its shareholders and investors, as well as the market in general, the opening, on this date, of its store at Shopping Vila Velha, located in the metropolitan region of Vitória, state of Espírito Santo.

The Saraiva store at Shopping Vila Velha, inaugurated in the megastore format, has nearly 1,000 square meters and gathers a diversified and broad mix of products and services, including books of many types and genres, music, movies, games, technology and stationary items, and technical assistance.

The new megastore was developed under the lease model, in line with the expansion strategy of asset light (low capital investment). With a contemporary design, planned to compose a cozy ambience to customers, the store has a special area called *Saraiva Kids*, which features assorted books, music and films for children, and where fun children events such as games and activities will be held throughout the year.

As a result, Saraiva currently has a network of 115 stores in 17 states and the Federal District. The Company operates with an integrated, multichannel approach, offering its customers products and services both through its website [www.saraiva.com.br](http://www.saraiva.com.br) and physical stores. It is worth noting the use of our stores as a delivery point for products sold on the e-commerce platform (5% of online sales). Saraiva seeks to provide a unique and uniform shopping experience between its channels.

The Group's strategy is increasingly focused on education, culture and entertainment through the creation and distribution of content, technology and services on any device and format, accessible at anytime and anywhere. It is worth noting that in the past 12 months, we opened nine new stores, three of them being in the airport format.

São Paulo, August 25, 2014.

**JORGE SARAIVA NETO**  
CEO and Investor Relations Officer