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

NOTICE TO THE MARKET

São Paulo, August 5, 2014 - Saraiva S.A. Livreiros Editores ("Saraiva", "Company" or "Group") hereby informs its shareholders and investors, and the market in general of the launch of **LEV**, its first portable e-reader. **LEV** is the only device that already comes with a Saraiva on the inside, which provides access to Brazil's largest digital collection of titles in Portuguese. The digital format features more than 30,000 titles in Portuguese and 450,000 in foreign languages.

The launch is part of the Group's strategy to offer education, culture and entertainment through the creation and distribution of content, technology and services, available on any device and in any format, accessible anytime, anywhere. Its multichannel framework will allow for testing and will be supported by our entire network.

Since its foundation, Saraiva has followed a strategy focused on value generation and disciplined CAPEX. **LEV** is the result of a more than yearlong strategic project that is part of this strategy. With the aim of bringing customers access to the best possible reading experience, the **LEV** device was developed exclusively for Saraiva by Bookeen, the European leader in eReading and the Center for Advanced Studies of Recife (C.E.S.A.R.), which worked together with the Saraiva team in the creation of open software and its integration with Saraiva's store and library of digital books.

The **LEV** has a fast processor and an HD (213 dpi) screen, with touchscreen technology. It weighs 190 grams, with 4GB of storage, which can hold up to 4,000 books, and can store up to 32GB with a microSD™ card. It also features a long battery life, which can last up to three weeks, and will be sold in two versions – **LEV SARAIVA**, for R$299.00, and ***LEV COM LUZ*** (built-in lighting device), with suggested price of R$479.00 – launching offer (valid to August, 31): R$399.00.

São Paulo, August 5, 2014.

JOÃO LUÍS RAMOS HOPP

Vice President of Finance and
Investor Relations Officer