

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. Livresiros Editores ("Saraiva") hereby announces to its shareholders and investors, as well as the market in general, the results of the 2015 National Textbook Program, which were released by the National Fund for Educational Development ("FNDE").

The 2015 PNLD covers the purchase of textbooks, digital objects and content in the MEC Daisy format (for the visually impaired).

Saraiva's sales under the 2015 PNLD will total 17,201,801 copies, with 12,375,366 for the new adoption (High School) and 4,826,435 for the repositing of books acquired in previous years (Elementary Education I and Elementary Education II).

Note that the value of the sale of this quantity of books will be set through price negotiations to be held with the FNDE until the end of the month of September 2014, pursuant to the 2015 PNLD. Following these negotiations, Saraiva will release a new Notice to the Market containing the exact value of this sale.

São Paulo, September 22, 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.