

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 informs its shareholders, investors and the market in general that, in continuation of the Notice to the Market published on September 29, 2015, it has concluded negotiations with the National Fund for Educational Development ("FNDE") regarding the contracting of sales within the scope of the **2016 National Textbook Program** ("PNLD").

Sales volume totaled **15.3 million books**, 8.5 million of which from the adoption of new books in the Elementary School I ("New Choice") segment and 6.8 million from the replacement of books from prior years in the Elementary School II and High School segments ("Replacement").

Revenue from the book sales totals **R\$119.8 million**, R\$53.4 million of which related to the New Choice segment and R\$66.4 million to Replacement. It is worth noting that the Company achieved an **18.1%** market share of the Elementary School I New Choice segment, substantially higher than the 10% share recorded in the last comparable PNLD.

São Paulo, October 1st, 2015

JORGE SARAIVA NETO
Chief Executive Officer and Investor Relations Officer

About the Saraiva Group

Saraiva, a Company focused on education, culture and entertainment, is present in all phases of its clients' lives. The Company operates through a multi-channel concept, offering a wide range of products and services. The Company conducts its e-commerce business through the site Saraiva.com.br, whose operations are fully integrated with those of the physical stores, and Saraiva has a presence throughout the entire country. Saraiva also publishes and delivers content, focused primarily on the education segment, in print and digital form and through its Learning Systems, serving pre-school through college levels, in addition to its technical and professional content.