

SARAIVA S/A LIVREIROS EDITORES

Publicly Held Company

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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 expansion of its portfolio of digital learning solutions with the launch of an innovative digital game platform for elementary school (1st to 5th grades), called Vivaz – the game of knowledge.

Developed in a partnership with Tamboro, a startup specialized in educational games, Vivaz is a gamified platform that applies adaptive learning concepts to the universe of games, adjusting to each student's individual learning needs, guiding their trajectory within the game according to their performance, and reinforcing points for improvement.

The program allows educators to track each student's performance by means of real-time reports. It is also possible to monitor the performance of groups/classes, schools and even school networks in detail. Parents may also supervise the development of their children by using their password, however, without interfering in the development of the activities, which are responsibility of the teachers.

Vivaz's innovative feature lies in the offer of gamified content, which includes methodology and consistent pedagogical and didactic organization, aligned with the syllabus of the first years of elementary school, in the main knowledge areas: Portuguese, Mathematics, Science, Geography and History. The system has more than 10,000 questions stored in its database. At first, the platform will be available to users of the Prosa and Português Linguagens collections edited by Saraiva for students between the 1st and the 5th grade. Soon, the offer will be expanded to the available catalogue.

The investment made to offer content, customized services and an educational technology that supports teaching and learning reflects the Saraiva Group's strategy of encouraging new ways of teaching and learning that address the educational challenges.

To learn more about Vivaz – the game of knowledge, access Saraiva on YouTube:

<https://www.youtube.com/watch?v=8SC27Lt15JQ>

São Paulo, September 19, 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.