

SARAIVA S.A. LIVREIROS EDITORES

Publicly-Held Company

Corporate Taxpayer ID # (CNPJ): 60.500.139/0001-26

Commercial Register # (NIRC): 35300025300

NOTICE TO THE MARKET

Saraiva S.A. Livresiros Editores (BM&FBOVESPA: SLED4), hereby discloses to the market the communication received from its shareholder **H11 Gestão de Recursos Ltda.**, located at Avenida Brigadeiro Faria Lima, 2954, 9th floor, conj. 93 (parte), Jd. Paulistano, São Paulo/SP, ("Investor"), pursuant to Article 12 of CVM Instruction 358/02, as follows:

The Investor **purchased 1,107,300** (one million, one hundred and seven thousand, and three hundred) **preferred shares** issued by the Company, reaching a relevant stake of **6.48%** of Saraiva's 17,079,432 (seventeen million, seventy-nine thousand, four hundred and thirty-two) preferred shares on July 27, 2016.

This is a minority investment that does not change the Company's corporate control or the management structure.

For additional information, please contact Saraiva's Investor Relations Area.

São Paulo, July 28, 2016.

JORGE SARAIVA NETO

Chief Executive Officer and Director of Investor Relations