UBS Global Asset Management

November 9th, 2010

To
LOJAS RENNER S.A.
Avenida Joaquim Porto Villanova, No. 401
91410-000
Porto Alegre – RS, Brazil

ATTN: MR. ADALBERTO PEREIRA DOS SANTOS
Investor Relations Officer

Re.: Lojas Renner S.A. – Disclosure of Decrease in Material Equity Holding

Dear Sir,

In accordance with Article 12 of the Brazilian Securities Commission ("CVM") Instruction No. 358, of January 03, 2002, as amended ("Instruction 358"), UBS Global Asset Management (Americas) Inc., in its sole capacity, as well as on behalf of its affiliates in the UBS Global Asset Management business division (collectively, "UBS Global AM"), hereby informs you that UBS Global AM acting in the capacity of investment manager on behalf of certain of its clients sold 112.200 common shares issued by Lojas Renner S.A. (the "Company") and, therefore, as of October 20, 2010, held, in the aggregate, 6,031,317 common shares issued by the Company, representing 4.94% of the Company's total share capital.

Pursuant to Instruction 358, UBS Global AM hereby requests the Company's Investor Relations Officer to provide the following information to CVM and to any other required recipients in accordance with applicable rules or regulations:

(i) UBS Global Asset Management (Americas) Inc. is headquarted in Chicago, Illinois, USA, at One North Wacker Drive, 60606;

(ii) the specific amount held by UBS Global AM acting in the capacity of investment manager on behalf of certain of its clients as of October 20, 2010 is 6,031,317 common shares issued by the Company, representing 4.94% of the Company's total share capital, as stated above;

(iii) the main purpose of the equity interest of UBS Global AM in the capital stock of the Company is strictly for investment purposes, without any intent to alter the composition of the control or administrative structure of the Company;

(iv) UBS Global AM does not currently hold, directly or indirectly on behalf of any client, any debentures convertible into shares issued by the Company; and

(v) UBS Global AM is not a party to any agreement or contract governing the exercise of voting rights or the purchase and sale of securities issued by the Company.

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Should you require any further information, please contact Mrs. Mary T. Capasso at the phone number 312-525-7927.

Yours Faithfully,

Name: Mary Capasso
Title: Executive Director

Name: Eric Pucek
Title: Associate Director