



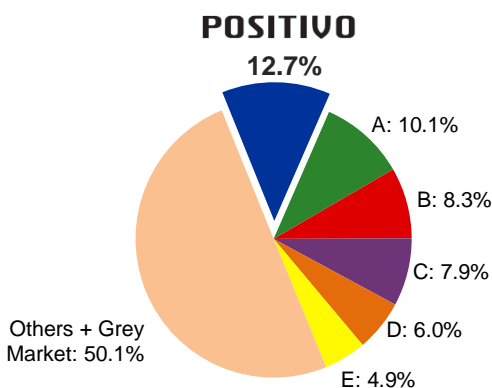
Positivo and Positivo BGH Computers lead the sales rankings in Brazil and Argentina

Curitiba, December 07, 2011 – Positivo Informática S.A. (BM&FBovespa: POSI3), the largest manufacturer of computers in Brazil and the leader in the educational technology segment, hereby announces the 3Q11 market share figures of the **Positivo**¹ and **Positivo BGH** brands in the Brazilian and Argentinean markets, respectively.

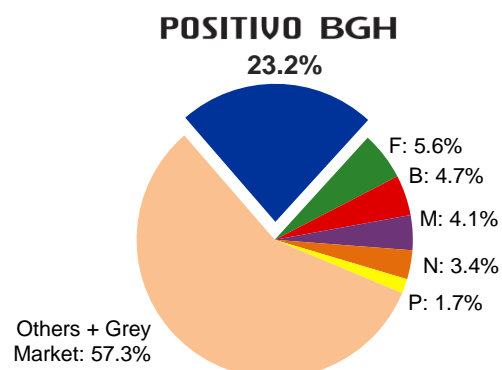
In Brazil, Positivo Informática was once again the absolute sales leader, with a **12.7%** share of the **total market**, 25.7% and 52.2% more, respectively, than the 2nd and 3rd placed firms in terms of number of units sold. Its share of the **notebook** segment came to **13.6%**, 1.4 p.p. and 1.2 p.p. up on 3Q10 and 2Q11, respectively, while its **desktop** share stood at **11.4%**, substantially higher than its nearest competitors.

In Argentina, **Positivo BGH computers took over the leadership of the total market**², underlining their exceptionally solid performance since the beginning of operations, with the first volumes being registered in 3Q11. Their share of the **notebook** segment, which accounted for 100% of period volume, reached **23.2%**.

Share of Total Market
Brazil – 3Q11



Share of Total Notebook Market
Argentina – 3Q11



Source: IDC

Retail Market

Positivo Informática led the **Brazilian retail market** for the **28th consecutive quarter**, despite the continuing fierce competition on the domestic market. Its share of the total retail segment came to **17.5%** (29.3% for desktops and 14.0% for notebooks).

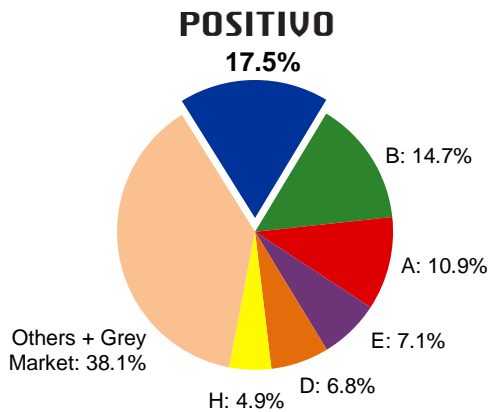
In **Argentina**, Positivo BGH notebooks also **headed the 3Q11 retail rankings**, with a share of **29.9%**, reflecting the brand's excellent initial performance and its extensive presence in the country's leading retail chains.

¹ Includes the Sim+, NeoPC and Kennex brands.

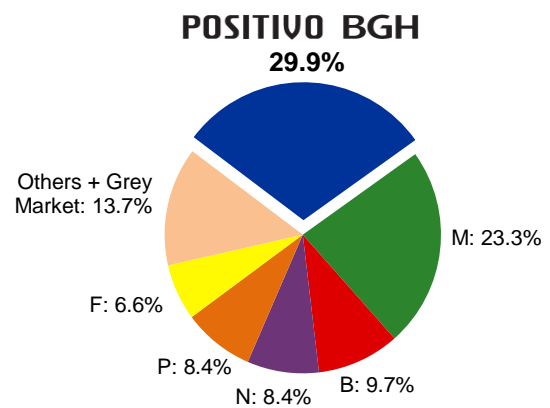
² Even if desktops of other brands sold in the country are included, Positivo BGH still has the highest market share, with 14.7%, higher than the sum of the 2nd and 3rd placed firms.



Share of Retail Market
Brazil – 3Q11



Share of Retail Notebook Market
Argentina – 3Q11



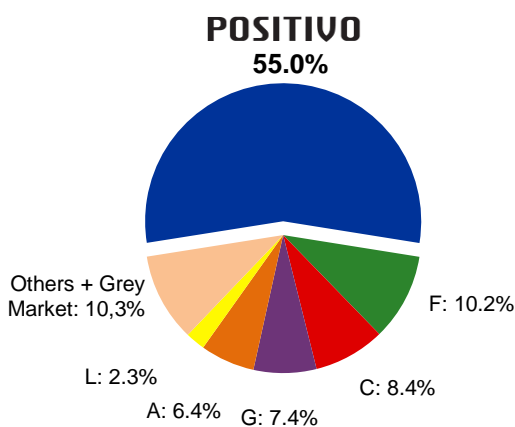
Source: IDC

Government and Educational Market

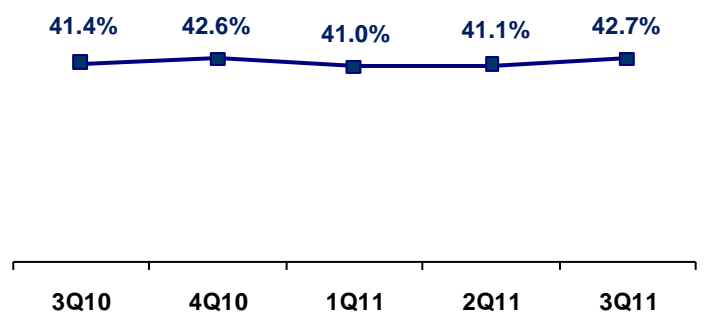
The Company also led the **Brazilian government and educational segment** for the 20th consecutive quarter with a share of **55.0%**, 8.6 p.p. and 14.4 p.p. up on 3Q10 and 2Q11, respectively, mainly due to the large volume of notebook deliveries for the One Computer per Student program (PROUCA), as well as the substantial reduction of this segment in 2011, reflecting the normal effects of the change of command in the state and federal spheres following the 2010 elections. In 2012, however, volumes are expected to return to normal.

In the **Argentinean government segment**, Positivo BGH notebooks recorded a market share of **24.5%**, fueled by educational notebook deliveries. We expect volumes to remain high in 4Q11, concluding delivery of the remaining balance¹ of the total 2011 portfolio, estimated at 279,000 units.

Government & Educational Market Share
Brazil – 3Q11



Government & Educational Market:
Positivo's Annualized Market Share Trends*
Brazil – 3Q11



Source: IDC. The annualized percentage is based on the moving average of market shares in the 4 quarters prior to the quarter in question.

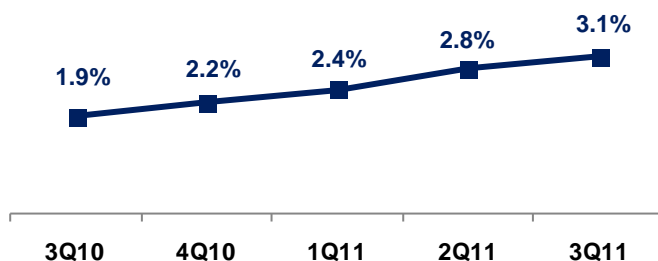
¹ To be billed by the Argentinean company, BGH S.A. under the Positivo BGH brand.



Corporate Market

Positivo recorded a **2.8%** share of the **Brazilian corporate market** in 3Q11, 1.0 p.p. up on 3Q10 thanks to higher sales to major corporations and an improved performance in the SMB segment, aided by partnerships with more than 2,000 resellers nationwide.

**Corporate Market:
Positivo's Annualized Market Share Trends*
Brazil – 3Q11**



Source: IDC. The annualized percentage is based on the moving average of market shares in the 4 quarters prior to the quarter in question.

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About Positivo Informática:

Founded in 1989, Positivo Informática (BM&FBOVESPA: POSI3) has a national and international presence, offering the most advanced technology solutions, from the production of computers to the development of educational tools. The Company operates through two business divisions: Hardware and Educational Technology. The Hardware Division portfolio offers a complete line of personal computers (desktops and notebooks), and has led the domestic PC market for more than six consecutive years according to the International Data Corporation (IDC). In order to provide support for all of its activities, it maintains a technical support network covering every Brazilian city, as well as the CRP (Positivo Relationship Center). In the Educational Technology segment, Positivo Informática is renowned for being at the forefront of development and for the high quality of its technological solutions in the three segments in which it operates: private schools, public schools and retail. Positivo Informática's educational solutions are present in 8,179 public schools, 2,349 private schools and more than 900 retail points of sale. Positivo Informática on the Internet: www.positivoinformatica.com.br/ir

This report contains forward-looking statements based on Management's current assumptions and estimates that may cause material variations in results, performance and future events. Actual results, performance and events may differ substantially from those expressed or implied in these forward-looking statements as a result of diverse factors, such as general economic conditions in Brazil and other countries, levels of tax and exchange rates, changes in laws and regulations, and general competitive factors (whether global, regional, or national).