



**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. Livresiros Editores** (“Saraiva”, “Company” or “Saraiva Group”) hereby informs its shareholders, investors and the market in general, the expansion of its digital learning solution portfolio, with the creation of its adaptive learning platform. The Company also announces that it has entered into an agreement, which aims at making available its recently launched learning platform to students in their final year of Law degree at Kroton Educacional S.A.

The platform, already adopted in some of Kroton's campus, was developed targeting candidates of exam's first phase of the Brazilian Bar Association (OAB) Unified Exam. It comprises a broad theoretical content with more than 300 hours of video classes prepared by Saraiva's authors, extensively experienced in preparatory courses. Kroton is one of Brazil's largest private educational organizations, with more than 1 million students in higher education, currently enrolled in courses on campus and at distance learning.

The student-centered assessment and feedback program is designed to support each learner to focus on the most relevant contents for a successful learning process. The system is capable of identifying students' strengths, weaknesses, indicating the most appropriate content for individual study. The platform can be accessed from any location, from a computer with Internet access.

The solution combines the “**Saraiva Prepara**” product, an online course platform developed by Saraiva Group, and aims at preparing students for civil-service examinations and careers. **By strengthening our innovation strategy by offering services, technology and personalized content, developed by great authors, we start to act as partners with educational groups for higher education.**

We recently announced the expansion of our learning solutions portfolio, by offering the following new business models: (1) adaptive learning platform; (2) access to the digital library; (3) EaD custom platform - content and methodology for distance education; (4) Saraiva Sistema de Ensino Técnico (SET – Saraiva Technical Education System); and (5) active learning (Saraiva Solução de Aprendizagem – Saraiva Learning Solution).

The investment in content delivery, personalized services and educational technology to support learning and education reflects Saraiva Group's strategy to respond to educational challenges by creating new ways of teaching and learning.

**Sao Paulo, September 5, 2014.**

**JORGE SARAIVA NETO**

**President and Investor Relations Officer**

**About Saraiva Group**

*Saraiva Group, a Brazilian publicly-held company with approximately 6,000 employees which celebrates its 100<sup>th</sup> anniversary in 2014, creates and distributes content, technology and services by means of its Publishing and Retail businesses. The Group is leader in legal contents and one of the largest schoolbook and textbook companies. It also performs with innovative ed-tec solutions for primary and high school and digital content for educational market, such as distance learning, cooperative learning, learning games and library by means of subscription services. With 115 stores in 17 Brazilian states and in the federal district, the Company has Brazil's largest content, culture and entertainment retail chain and sells its own portable e-reader, called Lev. Since 1998, when its e-commerce platform was launched, it has been operating with an integrated and multichannel approach, offering products and services to customers at [www.saraiva.com.br](http://www.saraiva.com.br) or at its bricks-and-mortar stores. Saraiva has a wide range of products which include literature, office supplies, music, films, games and software, telephony, electronic devices, technology, magazines. It also offers services such as mobile recharge, gift card, prepaid cards, insurance, assistance, besides guaranteed delivery and home delivery.*