

ESTÁCIO PARTICIPAÇÕES S.A.
Publicly-held Company
Corporate Taxpayer's ID (CNPJ/MF): 08.807.432/0001-10
Company Registry (NIRE): 33.3.0028205-0
MATERIAL FACT

Estácio Participações S.A. (“Estácio” or “Company” - Bovespa: ESTC3), in accordance with article 157, paragraph 4 of Law 6,404/76 and CVM Rule 358/02, as amended, informs the market and the general public that, through its subsidiary IREP Sociedade de Ensino Superior, Médio e Fundamental Ltda. (“IREP”), on October 18, 2010, the Company acquired 100% of the shares representing the capital stock of SOCIEDADE EDUCACIONAL ATUAL DA AMAZÔNIA LTDA., a limited liability company with headquarters at Rua Jornalista Humberto Silva 308, in the city of Boa Vista, state of Roraima, inscribed in the roll of corporate taxpayers (CNPJ/MF) under number 03.536.667/0001-00 ("Acquired Company"). The Acquired Company is the controlling institution of Faculdade Atual da Amazônia – FAA ("FAA"), an institution with head offices and campus in the city of Boa Vista, state of Roraima.

The transaction price was twenty million reais (R\$20,000,000.00), including the amount paid to the partners and the assumption of obligations. The transaction will be concluded upon fulfillment of all contractual conditions precedent.

In September 2010, FAA had 4,500 students enrolled in its on-campus undergraduate and graduate programs and, with market share of approximately 40%, was the leading private post-secondary education institution in Roraima.

This transaction indicates a resumption of the strategy of acquisitions as part of the Company's long-term expansion plan, following the period of restructuring and investment in internal processes carried out in recent years.

As such, the acquisition of FAA has helped increase Estácio's presence in high-growth regions, strengthening its leadership position in Brazil's post-secondary education industry.

Rio de Janeiro, October 18, 2010

Fábio Sandri
Chief Investor Relations Officer
Estácio Participações S.A.