



## **ESTÁCIO PARTICIPAÇÕES S.A.**



### **ANNOUNCEMENT TO THE MARKET**

#### **Estácio Announces New Chief Financial and Investor Relations Officer**

Rio de Janeiro, August 07, 2008 - ESTÁCIO PARTICIPAÇÕES S.A. (Bovespa: ESTC3; "Company"), announced today in Brazil that its Board of Directors has elected Mr. Lorival Nogueira Luz Júnior as the Company's Chief Financial and Investor Relations Officer.

Mr. Luz, a Brazilian citizen, is a business administrator with 17 years experience in the financial industry and various specialization courses on finance in Brazil and abroad. He was the Executive Treasury Officer at Banco Citicard until July 2008. Earlier, he held the same position at Credicard, the leading credit card company in Brazil, where he played a key role in its conversion to a retail bank. During these 17 years, he also served as Corporate Bank Chief of Staff, Senior Relationship Manager, Senior Treasury and Loan Products Manager, and as an analyst in the financial controllership department of Citibank in Brazil.

His experience fields comprise M&A, structuring and development of funding strategies, investment analysis and capital allocation, consolidation, analysis and management reporting. He was also responsible for customer relationship with large domestic and multinational groups, and with the Central Bank of Brazil.

According to Mr. João Rosas, CEO of Estácio Participações, "with the entry of Mr. Luz as the new CFO, the executive board of Estácio is now complete, with a highly qualified and motivated team to maximize the Company's results based on a strict control of costs and expenses, focus on growth and on the quality of our courses".

#### **About Estácio Participações**

Estácio Participações S.A. (BOVESPA: ESTC3), the largest private post-secondary education institution in Brazil in number of students, has approximately 198,000 undergraduate students enrolled in its programs (March/2008) and reported a net revenue of R\$238 million in the first quarter of 2008.

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