

NOTICE TO THE MARKET

Estácio Participações S.A. ("Estácio" or "Company" - Bovespa: ESTC3) hereby informs the market and public in general the conclusion of the public offering with restricted placement efforts of thirty thousand (30,000) simple, unsecured, non-convertible debentures of the second (2nd) issue of the Company ("Debentures"), in accordance with CVM Instruction 476 of January 16, 2009, as amended ("CVM Instruction 476" and "Restricted Offering, respectively").

Within the public offering, a total of thirty thousand (30,000) Debentures were subscribed, with a unit par value of ten thousand reais (R\$10,000.00), totaling three hundred million reais (R\$300,000,000.00). The final maturity of the Debentures shall occur after five (5) years as of the issue date, therefore maturing on October 15, 2019, except for the cases of (i) optional anticipated acquisition with the sequential cancellation of the Debentures; (ii) optional anticipated redemption; (iii) the offer of anticipated redemption; and (iv) early maturity, under the terms of the "Private Indenture of the Second (2nd) Public Issue of Unsecured, Non-convertible Debentures, in a Single Series, for Distribution with Restricted Placement Efforts, of Estácio Participações S.A.", as agreed between the Company and the trustee on September 19, 2014 and amended on September 29, 2014 and October 16, 2014 ("Indenture").

The Debentures will receive remunerative interest equivalent to one hundred percent (100%) of the accrued variation in the average daily rate of the DI – one-day *over extra-group* rate, expressed as an annual percentage, based on a year of two hundred and fifty-two (252) business days, calculated and published in the daily bulletin of CETIP S.A. – Assets and Derivatives OTC – on its website (<http://www.cetip.com.br>), plus a surcharge, defined through the bookbuilding process, equal to one point eighteen percent (1.18%) per year, based on a year of two hundred and fifty-two (252) business days, calculated as defined in the Indenture.

The proceeds of the Issue will be used to strengthen the Company's cash position in order to fund its expansion and investment policies.

This notice to the market is of an exclusively informative nature, pursuant to the prevailing legislation, and should not be considered as an attempt to sell and/or disclosure the Debentures.

Rio de Janeiro, October 23, 2014.

Virgílio Deloy Capobianco Gibbon
Chief Financial and Investor Relations Officer