

NOTICE TO THE MARKET

Public Request for a Power of Attorney

Estácio Participações S.A. (“Estácio” or “Company” – Bovespa: ESTC3) hereby informs the market that it will make a **Public Proxy Request** for voting in the matters of the Annual and Extraordinary Shareholders’ Meetings (“Meetings”), on first call, to be held on April 28, 2015.

Estácio’s management, attempting to mitigate the risk of the Meetings not being installed following the first call, given that the Company is a Corporation, is doing everything possible to ensure the participation of all its shareholders in the Meetings, thereby avoiding the costs of a second call and delays in the resolution of important matters for the Company and which reflect the effective creation of value for its shareholders.

At the Meetings, the following matters will be appreciated: *Annual Shareholders’ Meeting*: (i) to analyze the Annual Management Report, to take the management accounts, examine, discuss and vote on the Company’s financial statements related to the fiscal year ended December 31, 2014; (ii) to resolve on the allocation of the net income for the year, the distribution of dividends, and the retention of the remaining net income in order to meet the Company’s capital budget, all related to the fiscal year ended December 31, 2014; (iii) to approve the capital budget; (iv) to elect and invest the Fiscal Council’s sitting and deputy members; and (v) to determine the annual global compensation of the members of the Company’s Management and Fiscal Council. *Extraordinary Shareholders’ Meeting*: (i) to confirm (i) the acquisitions, through the Company’s indirect subsidiary Sociedade Educacional Atual da Amazônia Ltda., of 100% of interest in: (a) Organização Paraense Educacional e de Empreendimentos Ltda., controlling institution of Faculdade Estácio de Belém, new name of Instituto de Estudos Superiores da Amazônia, approved by the Board of Directors on meeting held on July 1, 2014; (b) Centro de Assistência ao Desenvolvimento de Formação Profissional Unicel Ltda., which is having its name changed to Sociedade de Ensino Superior Estácio Amazonas Ltda., controlling institution of Faculdade Estácio do Amazonas, new name of Faculdade Literatus, approved by the Board of Directors on meeting held on August 7, 2014; and (c) Centro de Ensino Unificado de Teresina Ltda., controlling institution of Faculdade de Ciências, Saúde, Exatas e Jurídicas Teresina, approved by the Board of Directors on meeting held on November 18, 2014, as well as (ii) all of the actions and deliberations taken by the Company’s Administration required to conclude the implementation of said acquisitions, including but not limited to the hiring of the specialized firm Apsis Consultoria Empresarial Ltda. for the purpose of preparing the appraisal report, pursuant to Article 256 of Law no. 6,404/76; and (ii) to confirm the maintenance of the exemption of applicability of both Article 147, paragraph 3 of the Brazilian Corporate Law, and Article 2, paragraph 3 of CVM Instruction no. 367/02, granted by the Company’s shareholders to Mr. Chaim Zaher and Ms. Thamila Cefali Zaher on July 1, 2014, given the authorization received from the Ministry of Education – MEC by the aforementioned members of the Board of Directors to operate a new college in the city of Araçatuba, state of São Paulo.

If the shareholders may not attend in person or may not be represented by attorneys-in-fact of their choice, they may appoint and empower as attorneys-in-fact: Mr. Anibal José Grifo de Sousa and Mr. Thiago Reis Virgínio to vote **IN FAVOR**, Mr. Daniel Bayer and Ms. Viviane Pires de Souza Araujo to vote **AGAINST** and Mr. Diogo Pereira de Oliveira and Ms. Simone Wilches Braga to **ABSTAIN** from voting in the Matters of the Agenda.

Proxy solicitations will be received from April 13, 2015 until up to two (2) business days before the date of the Meetings.

The Company adhered to the “*Assembleias Online*” system aiming to facilitate and incentivize shareholder participation. In order to vote via the Internet through the “*Assembleias Online*” system, the shareholder needs to register at www.assembleiasonline.com.br and obtain (free of charge) his digital certification, following these steps: Step 1 – Portal registration: a) Access www.assembleiasonline.com.br, click on “registration and certificate” and select your adequate profile (individual or corporate shareholder); b) fill out the registration form and click on “register”, confirm the data and then you will have access to the Adhesion Term, for individual shareholder, and/or representation term, for corporate taxpayer. If you already have a digital Certificate issued by ICP-Brazil, it is only necessary to register and sign digitally the Adhesion Term in order to be able to vote on the meeting. The adhesion term and/or representation term must be printed, initialed on each page, signed and the signature must be notarized, and you will receive by email the documents necessary for the validation of the registration. Step 2 – Validation of the registration and receipt of the digital certificate: a) the shareholder will receive an email from the “*Assembleias Online*” portal, listing the documents necessary to validate the registration, including the adhesion term and/or the representation term mentioned above. The only cost for the shareholder refers to the remittance of the documentation to the “*Assembleias Online*” address by mail, as referred in the email; b) as soon as your documentation is validated by the team of the “*Assembleias Online*” portal, the shareholder will receive a new email containing the proceedings for the issuance of the “*Assembleias Online*” Digital Certificate; and c) after the issuance of the certificate, the shareholder will be ready to vote via internet on the meetings. Step 3 – Voting on the Meeting through the platform: the registration process will begin on April 13, 2015, the tenth business day following the publication of the Call Notice, and, once completed, the validated shareholders will have a period of two (2) business days before the date of the Meeting in order to vote on the system. In this case, the shareholder receives by email the proof of his vote.

The public request for a power of attorney mentioned in this notice to the market is promoted, organized and funded by the Company’s management, and its estimated cost is three thousand five hundred reais (R\$3,500.00).

Additional information about the procedures above are available in the Shareholders' Meetings Manual. The referred Manual, as well as other information on the Meetings, are available at the Company's head office and may also be viewed on the website www.estacioparticipacoes.com.br, on the *Assembleias Online* website, www.assembleiasonline.com.br, and on the *Comissão de Valores Mobiliários* website.

Rio de Janeiro, March 27, 2015.

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Investor Relations Officer