

NOTICE TO THE MARKET

Pursuant to Article 12, Paragraph 4 of CVM Instruction 358 dated January 3, 2002, as amended by CVM Instruction 449 dated March 16, 2007, Estácio Participações S.A. (“Estácio” or the “Company”) announces that the Company received from the shareholder, Pollux Capital Administradora de Recursos Ltda , a communication informing that, on April 18, 2012, Pollux held 4,245,300 (four million, two hundred and forty five thousand and three hundred) ordinary shares issued by the Company, corresponding to 5.16% (five point sixteen percent) of its total capital.

Rio de Janeiro, April 18, 2012.

Rogério Melzi

CEO and Investor Relations Officer

Free Translation:

Rio de Janeiro, April 18, 2012

To

ESTÁCIO PARTICIPAÇÕES S.A.**Att.:**

Investor Relations Department

Dear Sirs,

POLLUX CAPITAL ADMINISTRADORA DE RECURSOS LTDA (Corporate Taxpayers' ID (CNPJ) 06.195.084/0001-42), headquartered at Av. Visconde de Pirajá nº 250, 7º andar, in the city and state of Rio de Janeiro, pursuant to CVM Instruction 358/2002, amended by CVM Instructions 369/02 and 449/07, hereby requests the disclosure, through the IPE System, of the following Notice to the Market:

NOTICE TO THE MARKET

Investment funds managed by **POLLUX CAPITAL ADMINISTRADORA DE RECURSOS LTDA.**, under the administration of BNY MELLON SERVIÇOS FINANCEIROS DISTRIBUIDORA DE TÍTULOS E VALORES MOBILIÁRIOS S.A., an institution headquartered at Av. Presidente Wilson nº 231, 11º andar, 13º e 17º andares (parte), inscribed in the roll of corporate taxpayers (CNPJ/MF) under no. 02.201.501/0001-61, and non-resident investors managed by **POLLUX CAPITAL ADMINISTRADORA DE RECURSOS LTDA.**, legally represented by BRADESCO S.A. CORRETORA DE TÍTULOS E VALORES MOBILIÁRIOS, with headquarters at Av. Paulista, 1.450, 7º andar – Bela Vista, in the city and state of São Paulo, Brazil, inscribed in the roll of corporate taxpayers (CNPJ/MF) under no. 61.855.045/0001-32 and CITIBANK DISTRIBUIDORA DE TÍTULOS E VALORES MOBILIÁRIOS, with headquarters at Av. Paulista, 1.111, 7º andar - Cerqueira Cesar, in the city and state of São Paulo, Brazil, inscribed in the roll of corporate taxpayers (CNPJ) under no. 33.868.597/0001-40, pursuant to CVM Instruction 358/2002, amended by CVM Instructions 369/02 and 449/07, have acquired preferred shares issued by **ESTÁCIO PARTICIPAÇÕES S.A.** ("Company") during BOVESPA (São Paulo Stock Exchange) trading sessions in recent weeks. On this date, the interest held by the Investors, including the interest held prior to the recent acquisitions, corresponds to four million, two hundred forty-five thousand and three hundred (4,245,300) shares, equivalent to 5.16% of the preferred shares issued by the Company.

The Investors further declare that said acquisitions are not aimed at changing the Company's ownership control or administrative structure.

We remain at your disposal for any further information you may need.

POLLUX CAPITAL ADMINISTRADORA DE RECURSOS LTDA.