

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 BlackRock, Inc. ("BlackRock"), a communication informing that, on January 6, 2015, BlackRock held 15,553,784 ordinary shares issued by the Company, corresponding to 4.93% of its total capital.

Rio de Janeiro, January 9, 2015.

Virgílio Deloy Capobianco Gibbon
Investor Relations Officer