



ESTÁCIO PARTICIPAÇÕES S.A.

Publicly Held Company

Corporate Taxpayer's ID (CNPJ/MF): 08.807.432/0001-10
Av. Embaixador Abelardo Bueno, 199, sala 601, CEP 22.775-040
Rio de Janeiro - RJ

NOTICE TO THE MARKET

Pursuant to CVM Instruction 358, of January 3, 2002, as amended, **ESTÁCIO PARTICIPAÇÕES S.A.** ("Company"), hereby informs its shareholders and the market in general that, in accordance with CVM Instruction 384, of March 17, 2003, it has hired **BTG PACTUAL CORRETORA DE TÍTULOS E VALORES MOBILIÁRIOS S.A.**, headquartered at Av. Brigadeiro Faria Lima, 3729, 10º floor, in the city and state of São Paulo and inscribed in the corporate roll of taxpayers (CNPJ/MF) under no. 43.815.158/0001-22, to act as a market maker for its common shares, traded on the BM&FBOVESPA S.A. - São Paulo Securities, Commodities and Futures Exchange under the ticker ESTC3 ("Market Maker"), for a period of twelve (12) months, automatically extendable for periods of one (1) year if neither party raises any objection, with the aim of increasing the liquidity of the shares in question. A total of twenty-one million, eight hundred and thirty thousand, five hundred and seventy-seven (21,830,577) common shares issued by the Company are currently circulating in the market. The Company has not entered into any agreement regulating the exercise of voting rights or the purchase and sale of securities issued by the Company with the Market Maker.

The Market Maker will begin its activities as of August 16 , 2010.

Rio de Janeiro, August 16, 2010

Fábio Sandri

Chief Financial and Investor Relations Officer