



TPI - TRIUNFO PARTICIPAÇÕES E INVESTIMENTOS S.A.

Publicly-Held Company

Corporate Taxpayer's ID (CNPJ/MF): 03.014.553/0001-91

Company Registry (NIRE): 35.300.159.845

NOTICE TO THE MARKET

Declaration of Acquisition of Material Equity Interest

TPI – Triunfo Participações e Investimentos S.A. (BM&FBovespa: TPIS3), pursuant to article 12 of Instruction 358 of January 3, 2002, issued by the Brazilian Securities and Exchange Commission (“CVM”) hereby announces that, on October 18, 2013, it received a communication from **GUEPARDO INVESTIMENTOS LTDA**, stating the following:

“In accordance with CVM Instruction 358/02, (amended by CVM Instruction 449/07), we hereby inform you that the funds and portfolios managed by GUEPARDO INVESTIMENTOS LTDA, authorized to operate by the Brazilian Securities and Exchange Commission (CVM) as per declaratory act no.8092, inscribed in the corporate taxpayers register (CNPJ/MF) under no. 07.078.144/0001-00, now hold **8,834,300** common shares of Triunfo Participações e Investimentos S.A. (“Company”), representing **5.02%** of the total common shares issued by the Company.

We further declare that said interest (i) does not constitute an attempt to acquire control of the Company; (ii) does not seek to alter the Company’s management or shareholding structure or the normal course of its operations; and (iii) is for investment purposes only.

Pursuant to article 12, paragraph 6 of CVM Instruction 358/02, we request the Investor Relations Officer of the Company to take the necessary measures to forward this

information immediately to the Brazilian Securities and Exchange Commission (CVM) and the São Paulo Stock Exchange (Bovespa).”

São Paulo, October 18, 2013.

Sandro Antonio de Lima
Investor Relations Officer