



CELULOSE IRANI S.A.

CNPJ Nº 92.791.243/0001-03 NIRE Nº 43300002799
PUBLIC COMPANY

MARKET ANNOUNCEMENT

We announce that the indirect controlling company of Cellulose Irani SA, CCI (Companhia Comercial de Imóveis), the holding company of the Habitasul Group of Companies, entered into a Sale and Purchase Agreement for the acquisition of the shares of Indústria de Papel e Papelão São Roberto S.A. a traditional Company in the corrugated cardboard industry in Brazil, based in Sao Paulo - SP, and the Company issued the following note to the market:

"NOTICE

The Companhia Comercial de Imóveis (CCI), the controlling company of the Habitasul Group, based in Porto Alegre - RS, announces that it, on the 1st of November, signed a Purchase and Sale of Shares Agreement Under the Conditions and Other Agreements for the acquisition of 100% of the shares of Indústria de Papel e Papelão São Roberto S.A. (São Roberto), a traditional company in the Brazilian corrugated cardboard sector, based in São Paulo (SP) and with industrial units installed in São Paulo (SP) and Santa Luzia (MG).

For this deal to be implemented, it is subject to various prior conditions to be complied with and verified within 90 days of this date, among which is the approval by the Conselho Administrativo de Defesa Econômica (CADE) (Administrative Council for Economic Defense), the approval of contractual counter-parties of São Roberto and the completion of the due diligence of the company.

The acquisition is aligned with the Habitasul Group strategy to expand its presence in the industrial paper and packaging segment in Brazil, where it already operates with its subsidiary Cellulose Irani SA (Irani). CCI will review and discuss with Irani the synergies and the model for a joint action between the São Roberto and Irani businesses. The Board of Directors”

Porto Alegre, november 07, 2012.

Odivan Carlos Cargnin
Director of Investor Relations