



BM&FBOVESPA S.A. – Bolsa de Valores, Mercadorias e Futuros

Brazilian Federal Taxpayer (CNPJ) No.09.346.601/0001-25

State Registration (NIRE) No. 35.300.351.452

NOTICE TO THE MARKET

BM&FBOVESPA S.A. – Bolsa de Valores, Mercadorias e Futuros (“Company”) (“Company”) hereby announces to shareholders and the market that the Brazilian Securities Commission (*Comissão de Valores Mobiliários*), or CVM, has approved our request to implement Direct Market Access trading platforms in BOVESPA segment, which will be offered ‘via Provider’, ‘via Direct Connection’ and ‘via Co-location (investor model),’ or DMA modalities 2, 3 and 4, respectively.

Thus, starting from September 1, 2010, BOVESPA segment will enjoy similar access modes as available in BM&F segment.

This is an important milestone for the strategic development of our technology infrastructure and growth of our customer base, in particular high frequency customers.

Adoption of any DMA modality will not change the legal and regulatory requirements and responsibilities of brokerage firms and clearing agents. As a result, brokerage firms will still be responsible for overseeing customer access, the direct or indirect transmission of orders and the execution of any related trades.

August 6, 2010

Eduardo Refinetti Guardia
Investor Relations Officer