

CNPJ/MF # 78.876.950/0001-71
PUBLICLY-HELD COMPANY WITH AUTHORIZED CAPITAL
Blumenau - Santa Catarina

CIA HERING, in accordance with the declared in article 12 of the CVM Instruction nº 358, as altered, informs that received on this date, the below information, submitted by TARPON INVESTIMENTOS S.A.

Blumenau, November 17, 2010.
Frederico de Aguiar Oldani
CFO and Investor Relations Director

São Paulo, 12th of November, 2010.

To

CIA. HERING

Hermann Hering St., nº 1790, Bom Retiro

Blumenau – Santa Catarina

To

Director of Investor Relations

Mr. Frederico de Aguiar Oldani

Dear Mr.,

Without loss of the information previously stated to the market by the investment funds managing institutions, as demanded by the CVM resolution 409, and by the legal representative of the non-resident investors, as demanded by the CVM resolution 2,689/00, Tarpon Investimentos S.A. (“Tarpon”) in accordance to the CVM Instruction nº 358, art. 12, informs that the number of ordinary share of emission by Cia. Hering (“Company”) held by the investment funds and portfolios under discretionary management of Tarpon has reached 14,765,950, representing 9.07% of the total ordinary shares emitted by the Company, a negative variation of 5.14% in relation to the last release by Tarpon on the 15th of March, 2010.

Regards,

Tarpon Investimentos S.A.

CC: Comissão de Valores Mobiliários – CVM
Superintendence of Investor Relations – Mrs. Elisabeth Rios Machado
BM&FBOVESPA S.A
General Superintendence – Mr. Edemir Pinto