

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 HSBC Bank Brasil S/A – Multiple Bank.

Blumenau, August 09, 2010.
Frederico de Aguiar Oldani
CFO and Investor Relations Director

São Paulo, August 03, 2010

To
CIA. HERING
Hermann Hering St. nº 1790, Bom Retiro
Blumenau – SC
89010.900

Mr. Director of Invest Relations
Frederico de Aguiar Oldani

Ref.: In accordance with the disposed in CVM Instruction nº 358/02 (Art. 12)

The HSBC Bank Brasil – S/A. – Multiple Bank, legal entity of private rights with headquarters in the city of Curitiba, Parana State, on Oliveira Bello lane, 34, 4th floor, registered with CNPJ/MF number 01.701.201/0001-89, (“HSBC”), in this act represents in the terms of its By-Laws, comes, on the terms of article 12 of the CVM Instruction nº 358/02, as altered, communicate that the summation of the participation of portfolios by it administrated, below related, corresponds to 9.05% of the Ordinary Shares representative of the capital of this open company.

By timely, HSBC Bank Brasil S/A declares that the acquisition of those shares does not objectivize altering the control composition or the administrative structure of this company and informs that does not participate in any agreement or contract with regulates the exercise of the voting right or the buying and selling of this company’s listed securities.

Name and qualification o the holder of the shares of this company	Ordinary Shares Acquired by HSBC portfolios
HSBC GLOBAL INVESTMENT FUNDS BRIC EQUITY CNPJ nº 10.849.378/0001-18	356,658
HSBC GLOBAL INVESTMENT FUNDS BRAZIL EQUITY CNPJ nº 10.849.376/0001-29	1,819,979
HSBC GLOBAL INVESTMENT FUNDS LATIN AM EQUITY CNPJ nº 10.849.392/0001-11	137,032
HSBC BRAZIL NEW MOTHER FUNDS CNPJ nº 10.205.018/0001-83	89,438
HSBC BRAZIL MOTHER FUND CNPJ/MF Nº 07.900.443/0001-88	2,255,213

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FI LARRAIN VIAL BRAZIL SMALL CAPS CNPJ nº 09.243.116/0001-26	242,556
HSBC PRIVATE BANK LATIN OPPORTUNITY FUND CNPJ nº 09.254.997/0001-80	8,678
Total Acquired Shares	4,909,554
Total Emitted Shares	54,240,693
Concentration	9.05%

Regards,
HSBC Bank Brasil S/A – Multiple Bank

Vagner P. Guzella
Matr. 3272672

Iris Yamamoto
Matr.3471033