



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 BNY MELLON.

Blumenau, May 17, 2010.
Fabio Hering
CEO and Investor Relations Director

Rio de Janeiro, May 14, 2010.

To
Cia. Hering
Hermann Hering St., 1790 – Bom Retiro
Zip Code (CEP) 89010-900 – Blumenau-SC
Rua do Rocio, 430 – São Paulo – SP

Fabio Hering, Investor Relations Director

RELEVANT COMMUNICATE
CVM Instruction nº 358/2002

Dear Mr,

In attention to the declared in the Article 12 of the CVM Instruction nº 358, dated on January 3rd, 2002, and further alterations (“Instruction 358”), **The Bank of New York Mellon Corporation**, partnership constituted according to the United States of America legislation, with Headquarters located at One Wall Street, New York, NY 10286 USA, hereinafter denominated “**BNY Mellon**”, the **BNY Mellon ARX Investimentos Ltda.**, (“Subsidiary 1”), partnership constituted in accordance to Brazilian laws, registered with CNPJ under the nº 04.408.128/0001-40, with headquarters located at Borges de Medeiros Avenue, nº 633, 4th floor, Rio de Janeiro, Brazil; **The Boston Company Asset Management** (“Subsidiary 2”), partnership constituted in accordance to the United States of America law, with headquarters located at One Boston Place, 14th Floor, Boston, Massachusetts, 02108 USA; and the **Blackfriars Asset Management** (“Subsidiary 3”), partnership constituted in accordance to the United Kingdom, with headquarters located at Woolgate Exchange, 25 Basinghall Street, London EC2V 5HA, England, being Subsidiaries 1, 2 and 3 all partnerships subsidiaries of **BNY Mellon**, hereinafter denominated together, simply, “**Subsidiaries**”, come to render the following information:

On the 11th of May, 2010 (“Base Date”), the BNY Mellon, through its subsidiaries, in the qualification of investment funds manager, acting in discretionary and independent manner, reduced part of its indirect participation, holding 2,689,600 (two million, six hundred and eighty

Cia.Hering

nine thousand and six hundred) ordinary shares representative of Cia. Hering's ("Company") social capital, representing, approximately, **4.98%** (four point ninety eight percent) of the ordinary shares emitted by the company.

1. This reduction is resulting from the alienation of 27,700 (twenty seven thousand and seven hundred) ordinary shares of the Company's emission, alienated by the investment funds managed by the Subsidiaries on the Base Date;
2. Before the referred Base Date, the BNY Mellon held indirectly 2,717,300 (two million, seven hundred and seventeen thousand and three hundred) ordinary shares emitted Company, which were held by the investment funds managed by the Subsidiaries.
3. In this sense, on the Base Date, the indirect participation of the BNY Mellon started to be inferior to the percentage of 5% (five percent) of the ordinary shares emitted by the Company.

Moreover, the BNY Mellon and the Subsidiary declare:

- (i) The acquisition of the shares has the sole purpose of investment, not having any interest in altering the control composition or the administrative structure of the Company;
- (ii) Not having signed any agreement or contract regulating the voting right exercise or the buying and selling of the shares emitted by the Company.
- (iii) Not holding any subscription bonus, rights of shares subscription, buying shares options and debentures convertible in shares of the Company emission.

If you have any doubt or need further clarification, please, contact Nicholas Darrow at the telephone number 1-412-236-7733.

THE BANK OF NEW YORK MELLON CORPORATION

Nicholas R. Darrow

Mr. Vice President