

MARKET ANNOUNCEMENT

ALIENATION OF SHARES PARTICIPATION

The **CIA. HERING** (“Company”), communicates that, in the terms of Article 12 of the CVM Instruction n° 358/02, altered by Instruction n° 449/07, it has received on this date, the following information:

Blumenau, April 23, 2010.

Fabio Hering

Investor Relations Director

Geneva, April 14, 2010.

To
Cia. Hering
Hermann Hering St., n° 1790
Blumenau – SC Zip Code (CEP) 89010-900

Mr. Director of Investor Relations
Fabio Hering

Ref.: In accordance to the disclosed in the CVM Instruction n° 358/02 (Art.12)

Socinvest Finance S/A, partnership organized in accordance with Switzerland’s Laws, with headquarters located at 54 bis, quai Gustave – Ador, 1207, Geneva, Switzerland, in this act properly represented by its legal representatives, comes, in the terms of article 12 of the CVM Instruction 358/02, as altered, to communicate that, the summation of the participation of the portfolios by it administered, corresponds to 4.86% of the ordinary shares representative of the this open capital Company’s social capital.

By timely, the Socinvest Finance S/A, declares that the selling of those shares does not objectivize altering the control composition of control or the administrative structure of this Company and informs that does not participate in any agreement or contract which regulates the voting right exercise or the buying and selling of listed securities of this Company.

Cia.Hering

Name and Qualification of the holder of this Company shares	Ordinary Shares Sold
TARGET INVESTMENT FUND LTD SAC – CLASS C , partnership constituted under the Nassau-Bahamas Law and registered as “segregated accounts company”, on the terms of the “Segregated Accounts Companies Act 2004”, with commercial address on 308 East Bay Street 4th Floor, P.O. Box 9058, Nassau, Bahamas.	2,628,104
Total Shares Sold	2,628,104
Total Emitted Shares	54,029,681
Concentration	4.86%

Regards,

SOCINVEST FINANCE S.A.