

NOTICE TO THE MARKET

Aliansce Shopping Centers (ALSC3) concludes the acquisition of 10% interest in Boulevard Shopping Nações Bauru

Rio de Janeiro, January 24, 2014 - Aliansce Shopping Centers S.A. (Bovespa: ALSC3) announces the conclusion of the purchase of 10% interest in Boulevard Shopping Nações Bauru, consolidating the Company's stake in the mall at 100%. Aliansce's owned GLA in operation increases by 2.7 thousand sqm, for a total of 445.2 thousand sqm.

The increase in stake was valued at R\$23.0 million, or R\$6,749 per sqm of GLA. Of this price, R\$10 million was paid today, R\$1 million will be paid until June 2014, and the remainder via debt assumption from the seller of approximately R\$12 million, indexed by TR + 10.80 p.a. to be paid in the next 12 years. The real and unleveraged IRR estimated for the acquisition is 14.9% p.a..

Boulevard Nações Bauru has 27,256 sqm of GLA and opened in November 2012. The site covers 59 thousand sqm and includes construction potential that enables the development of a mix-use project. The mall is located in the city of Bauru's central region, near the central bus station and with easy access to the main roadways that link Bauru to the neighboring cities.

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About Aliansce S.A.

Aliansce Shopping Centers S.A. (Bovespa: ALSC3) is a leading mall developer and manages the second-highest number of malls in Brazil among the sector's publicly traded companies. Aliansce's core business is investing in shopping malls and providing the following services: (i) management of shopping malls; (ii) commercialization of shopping malls; and (iii) planning and development of shopping malls. Aliansce is a full service company with expertise in every phase of the mall installation process, from the project's planning and development and the mall's launch, to management of the structural, financial, commercial, legal and operational aspects.