

UNICASA INDÚSTRIA DE MOVÉIS S.A.

Publicly Held Company
Company Registry (NIRE) 43300044513-RS
Corporate Taxpayer ID (CNPJ) 90.441.460/0001-48

NOTICE TO THE MARKET

Bento Gonçalves, RS, July 29, 2016 – Unicasa Indústria de Móveis S.A. (BM&FBOVESPA: UCAS3, Bloomberg: UCAS3:BZ, Reuters: UCAS3.SA), one of Brazil's leading manufacturers of customized furniture and the only Brazilian public company in the industry pursuant to article 12 of CVM Instruction 358/02, amended by CVM Instructions 369/02 and 449/07, informs its shareholders and the market in general that it has received a letter from **ALASKA INVESTIMENTOS LTDA**, CNPJ 11.752.203/0001-50, informing that the shareholding interest held by the portfolios and/or funds administered and/or managed by them reached on July 25th, 2016 a position of about 9.89% of the total common shares ("ON shares") issued by Unicasa Indústria de Móveis S.A., totaling six million, five hundred, thirty-five thousand and three hundred (6,535,300) shares.

According to information provided by "Alaska", this reduction aims merely to conduct financial transactions; does not aim to change the composition of the control or management structure of the Company; and, and there are no other contracts or agreements which regulate the voting right or the purchase and sale of securities issued by Unicasa.

For additional information, please contact the Investor Relations area.

Frank Zietolie
Investor Relations Officer

About Unicasa: Unicasa Indústria de Móveis S.A. (BM&FBOVESPA: UCAS3, Bloomberg: UCAS3:BZ, Reuters: UCAS3.SA) is one of the leading companies in Brazil's custom-made furniture industry and the only Brazilian publicly held company in the sector. The Company operates through five brands - Dell Anno, Favorita, New, Casa Brasileira and Unicasa Corporate - distributed across 463 exclusive stores in Brazil and 17 other countries. Situated on an area of 50,000 m², with annual production capacity of around 2.2 million modules, its plant is located in Bento Gonçalves in the state of Rio Grande do Sul. For more information, visit our investor relations website: ri.unicasamoveis.com.br

Investor Relations
(54) 3455-4425
dri@unicasamoveis.com.br