



BRASIL INSURANCE PARTICIPAÇÕES E ADMINISTRAÇÃO S.A.

CNPJ/MF nº 11.721.921/0001-60

Publicly-Held Company

NOTICE TO THE MARKET

Pursuant to the provisions of the Normative Ruling no. 358, of January 3, 2002 issued by the Brazilian Securities and Exchange Commission (CVM), we inform our Shareholders and the market in general that Brasil Insurance Participações e Administração S.A. ("Company") received on November 30, 2010 a communiqué issued by MFS Investment Management informing that the funds under its management currently hold 47,000 (forty seven thousand) common shares which represent 5.02% of the Company's total capital.

Rio de Janeiro, December 1st, 2010

Bruno Padilha de Lima Costa

Chief Financial and Investor Relations Officer