

ODONTOPREV S.A.
Corporate Taxpayer's ID (CNPJ) 58.119.199/0001-51
Corporate Registry ID (NIRE) 35.300.156.668
PUBLICLY HELD COMPANY

**NOTICE TO THE MARKET
DIVIDEND PAYMENT**

Odontoprev S.A. ("Company"), hereby informs that The Board of Directors, approved today the following dividend distribution, as follows:

1. Record date of July 30, 2013.
2. Total amount: R\$31,114,156.72, corresponding to R\$0.058772660 per share, excluding 1,896,318 treasury shares.
3. Payment Date: September 04, 2013.
4. Company's shares will be traded ex-dividends from July 31, 2013.
5. Payment will be made to the bank account informed to our custodian, Banco Bradesco S.A..
6. Those shareholders whose registrations does not include the Individual or Corporate Taxpayer ID (CPF or CNPJ, respectively), nor information regarding "Bank/Branch/Current Account," dividends shall only be paid as of the third business day from the date of the registration update at the files of Banco Bradesco S.A., which may be done at any Bradesco branch.
7. The payments related to the shares at the BM&FBovespa's custody will be made directly to that entity, and the deposit will be transfered to the corresponding shareholders.

Barueri July 30, 2013.

José Roberto Borges Pacheco
Investor Relations Officer