

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
INTEREST ON CAPITAL PAYMENT**

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

- 1.** Record date of March 28th, 2014.
- 2.** Total amount: R\$8,544,645.93, corresponding to R\$0.016085041 per share, excluding 77,868 treasury shares.
 - 2.1.** Distribution of interest on capital are subject to the Brazilian income tax rate of 15%, except for shareholders who are exempt, immune or located in countries which the law establishes different rates.
 - 2.2.** Shareholders exempt or immune shall send the documentation, until March 31st, 2014, to Banco Bradesco S.A Shares and Debentures Unit (Unidade de Ações e Debêntures), Cidade de Deus, Vila Yara, São Paulo, State of São Paulo, ZIP code 06029-900.
 - 2.3.** Total amount, net of taxes: R\$7,262,949.04 corresponding to R\$0.013672285 per share, except for payments to exempt, immune shareholders or located in countries which the law establishes different rates.
- 3.** Accounting date: the Company shall account credits corresponding to the IOC on March 31st, 2014.
- 4.** Payment Date: April 10th, 2014.
- 5.** Company's shares will be traded ex-IOC from March 31st, 2014.

The IOC, net of tax, will be added to the mandatory dividend relative to the fiscal year of 2014, in accordance with the Article 9, Paragraph 7, Law 9.249/95, item V, and CVM Instruction 207/96, Paragraph 5, Article 28 of the Company's Bylaws.

The payment will be made to the bank account informed to Banco Bradesco S.A.

Shareholders whose registrations do not include the Individual or Corporate Taxpayer ID (CPF or CNPJ, respectively), nor information regarding "Bank/Branch/Current Account," shall be paid from the third business day from the date of registrations update at the files of Banco Bradesco S.A., which may be done at any Bradesco branch.

Payments related to shares deposited at the BM&FBovespa's custody, will be credited to that entity, and the deposit will be transferred to the amount to the shareholders.

Barueri, March 27th, 2014.

José Roberto Borges Pacheco
Investor Relations Officer