

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 AND INTEREST ON CAPITAL PAYMENT

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

Dividends

1. Record date of October 25th, 2012.
2. Total amount: R\$25,506,290.63, corresponding to R\$0.048007793 per share.
3. Payment Date: November 21st, 2012.
4. Company's shares will be traded ex-dividends from October 26th, 2012.

INTEREST ON OWN CAPITAL

1. Record date of October 25th, 2012.
2. Total amount: R\$ 8,667,040.58, corresponding to R\$0.016313054 per share.
 - 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 November 14th, 2012, 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\$7,366,984.49 corresponding to R\$0.013866096 per share, except for exempt, immune shareholders or located in countries for which the law establishes different rates.
3. Accounting date: the Company shall account credits corresponding to the IOC on October 31st, 2012.
4. Payment Date: November 21st, 2012.
5. Company's shares will be traded ex-IOC from October 26th, 2012.

Dividends and IOC, net of income tax, must be ascribable to the obligatory dividend relative to the fiscal year of 2012, in accordance with the Article 9, Paragraph 7 of Law 9.249/95, item V, and CVM Instruction 207/96, Paragraph 5, Article 28 of the Company's Bylaws.

Dividends and IOC, net of tax, will be added to the mandatory dividend relative to the fiscal year of 2012, 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, or by mail 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.

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 October 25th, 2012.

José Roberto Borges Pacheco
Investor Relations Officer