

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 October 28, 2014.
2. Total amount: R\$ 37,332,541.64, corresponding to R\$ 0.070569975 per share, excluding 2,280,267 treasury shares.
3. Payment Date: from December 03, 2014.
4. Company's shares will be traded ex-dividends from October 29, 2014.
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, 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.
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 October 28, 2014.

José Roberto Borges Pacheco
Investor Relations Officer