



Notice to the Market

Press Release

JBS S.A.
CNPJ nº 02.916.265/0001-60
NIRE 35.300.330.587
Authorized Capital Publicly Held Company

NOTICE TO THE MARKET

JBS S.A. communicates to the market that on this date, January 29, 2010, the period of subscription for debentures referring to the preferential rights. A total of 1,303,137 (one million three hundred and three thousand one hundred thirty-seven) debentures equivalent to R\$2.267.197.752,60 (two billion two hundred sixty-seven million one hundred and ninety-seven thousand seven hundred fifty-two reais and sixty cents) were subscribed.

On Monday February 1st 2010, begins the period for subscription of the first apportionment of the surplus, equivalent to 696,863 (six hundred and ninety-six thousand eight hundred sixty-three) debentures. This period lasts for 5 (five) business days ending on Friday February 5 2010, all as informed in the Private Deed of Issue.

About JBS S.A.

JBS S.A. is currently the world's largest protein producer and exporter having a daily harvesting capacity of 90.4 thousand head of cattle, 48.5 thousand head of pork, 7.2 million birds and 19.5 thousand head of lamb. The company's operations includes 140 production plants, 58 located in Brazil, 6 in Argentina, 2 in Paraguay, 50 in the USA, 3 in Mexico, 10 in Australia, 8 in Italy and 1 in China, Russia and Uruguay. Additionally JBS S.A. has feedlot operations in the USA, Australia, Brazil and Italy, totaling 18 units across the world with a one time capacity to feed 1 million head of cattle, a tannery business with capacity to process 148,500 M2 of hides per day and a dairy production capacity of 1,266 tons/day. JBS' net revenues in 2008 were R\$ 30.3 billion. The Company employs about 125 thousand people and its brands "Friboi", "Swift", "Swift and Company", "La Herencia", "1855 Swift Premium", "Maturatta", "Cabaña Las Lilas", "Organic Beef Friboi", "Anglo", "Mouran", "Plata", "King Island", "Beef City", "AMH", "Inalca", "Montana", "Ibise", "Gold Kist", "Vigor", "Leco" and "Bertin" are widely recognized as symbols of quality. More information about JBS S.A. is available at www.jbs.com.br/ir.

São Paulo, January 29, 2010.

Jeremiah O'Callaghan
Investors Relations Officer