



IDEIASNET S.A.
CNPJ/MF n.º 02.365.069/0001-44
NIRE 3330016719-6
A Publicly-Held Company

NOTICE TO THE MARKET

IDEIASNET S.A., a shareholding company, with offices at Rua Visconde de Pirajá nº 572, salão 401/parte, Rio de Janeiro, enrolled with the CNPJ/MF (National Artificial Persons' Tax Roster of the Ministry of Finance) under number 02.365.069/0001-44 ("Ideiasnet" or "Company"), reports that it received, on the date of yesterday (10/29/2009) at 7:00 p.m., the Public Notice for Voluntary Public Offering for Acquisition of Common Shares of Ideiasnet S.A. (the "Public Notice") by order and account of:

- (a) **Centennial Asset Minig Fund LLC**, indirectly controlled by Mr. Eike Fuhrken Batista;
- (b) **Hankoe Fundo de Investimento em Participações**, the only quotaholders of which being natural and artificial persons linked to Lorentzen Empreendimentos S.A.;
- (c) **Fundos Mercatto**, represented by BNY Mellon Serviços Financeiros, Distribuidora de Títulos e Valores Mobiliários S.A. and managed by Mercatto Gestão de Recursos Ltda.;
- (d) **Total Return Investment LLC**, a company managed by Opus; and
- (e) **Gustavia Investors LLC**, a company managed by D.A.S. Trading, Inc., the shareholder and administrator of which is Mr. Carlos Pedroza Aguinaga.

Thus, the Company discloses to its shareholders and to the market in general the full version of the Public Notice received.

Rio de Janeiro, October 30th, 2009

RODIN SPIELMANN DE SÁ
Director of Investor Relations

(FREE TRANSLATION)

THE OFFERING MADE BY MEANS OF THIS PUBLIC NOTICE IS MEANT FOR
ALL IDEIASNET S.A. SHAREHOLDERS

**PUBLIC NOTICE FOR VOLUNTARY PUBLIC OFFERING FOR ACQUISITION
OF COMMON SHARES OF**

IDEIASNET S.A.

A Publicly-Held Company
CNPJ/MF: 02.365.069/0001-44
NIRE: 3330016719-6
Code ISIN BRIDNTACNOR5

BY ORDER AND ACCOUNT OF

CENTENNIAL ASSET MINING FUND LLC

CNPJ/MF: 09.119.560/0001-34

HANKOE FUNDO DE INVESTIMENTO EM PARTICIPAÇÕES

CNPJ/MF: 10.947.549/0001-41

**FUNDOS MERCATTO, as defined below, herein represented by its administrator
BNY Mellon Serviços Financeiros Distribuidora
de Títulos e Valores Mobiliários S.A.**

TOTAL RETURN INVESTMENT LLC

CNPJ/MF:09.647.976/0001-25

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GUSTAVIA INVESTORS LLC

BANCO ITAÚ BBA S.A., a financial institution with offices in the City of São Paulo, State of São Paulo, at Avenida Brigadeiro Faria Lima, nº 3.400, 4º andar, parte, registered with the CNPJ/MF under number 17.298.092/0001-30, as intermediary financial institution (“Intermediary Institution”), by means of Itaú Corretora de Valores S.A., a financial institution with offices in the City of São Paulo, State of São Paulo, at Avenida Brigadeiro Faria Lima, 3,400, 10º andar, CEP 04538-132, enrolled with the CNPJ/MF under number 61.194.353/0001-64 (“Itaú Corretora”), by order and account of CENTENNIAL ASSET MINING FUND LLC, a company set up according to the laws of

the State of Nevada, United States of America, with offices at 502 East John Street, Carson City, Nevada, 897006 (“Centennial”), of HANKOE FUNDO DE INVESTIMENTO EM PARTICIPAÇÕES, an investment fund in holdings enrolled with CNPJ/MF under number 10.947.549/0001-41, and administrated by BTG Pactual Serviços Financeiros S.A. DTVM, a financial institution with offices in the City and State of Rio de Janeiro, at Praia de Botafogo, nº 501, 5º andar (parte), enrolled with the CNPJ/MF under number 59.281.253/0001-23 (“FIP Hankoe”), of the Investment Funds named under item 8.3 of this Public Notice, all administrated and legally represented by BNY Mellon Serviços Financeiros, Distribuidora de Títulos e Valores Mobiliários S.A, a company enrolled with the CNPJ/MF under number 02.201.501/0001-61, with offices in the City and State of Rio de Janeiro, at Avenida Presidente Wilson, nº 231, 11º andar, 13º e 17º andares (parte), and managed by Mercatto Gestão de Recursos Ltda., a limited company with offices in the City and State of Rio de Janeiro at Rua Rodrigo Silva nº 26, 10º andar, enrolled with the CNPJ/MF under number 02.193.145/0001-81, (“Fundos Mercatto”), of TOTAL RETURN INVESTMENT LLC, a company set up according to the laws of Delaware, United States of America, with offices at Greentree Drive, Suite 101, Dover, Kent County, Delaware, 19904, enrolled with the CNPJ/MF under number 09.647.976/0001-25, herein represented by its manager, OPUS GESTÃO DE RECURSOS LTDA. (“Opus”), a limited business company with offices in the City and State of Rio de Janeiro, at Rua Visconde Pirajá 351, salas 610, 1207, 1208 e 1302 (Parte), Ipanema, CEP 22410-906, enrolled with the CNPJ/MF under number 05.941.244/0001-92 (“Total Return”), and of GUSTAVIA INVESTORS LLC, a company set up and operating according to the laws of the State of Delaware, with offices at 2.711, Centerville Road, Suite 400, Wilmington, Delaware, 19808, United States of America, still undergoing registration with the CNPJ and the CVM (“Gustavia”, jointly “Offerors”), by the present, submits to the shareholders of IDEIASNET S.A. (“Ideiasnet” “Company” or “Issuer”), a publicly-held company with offices at Rua Visconde de Pirajá nº 572, salão 401/parte, Ipanema, Rio de Janeiro, RJ, enrolled with the CNPJ/MF under number 02.365.069/0001-44, a voluntary public offering for the acquisition of up to 69,933,073 (sixty-nine million, nine hundred and thirty-three thousand, seventy-three) shares issued by Ideiasnet (“Shares Object of the Offering”), corresponding to the entirety of the shares issued by Ideiasnet minus the Excluded Shares (as defined below), according to the rules set forth in the Brazilian Securities and Exchange Commission (“CVM”) Instruction nº 361, dated March 5th, 2002, as changed (“Instruction CVM 361/02”), according to the conditions set forth as follows (“Offering”). In view of the nature of the Offering, the Offerors shall disapply the dispositions of articles 10, paragraph 2 and 15, of Instruction CVM 361.

1 THE OFFERING

1.1 The Legal Basis. The Offering is being made as per terms set forth under article 2, item IV, and article 31, of Instruction CVM 361/02.

1.2 Dispensation of Registration. As per terms of article 2, paragraph 1, of Instruction CVM 361/02, the Offering shall not be subject to registration before the CVM. The Offering shall comply, as to what is applicable, the general procedure established under articles 4 to 8, and 10 to 12 of Instruction CVM 361/02.

1.3 Auction. This Offering shall be completed by means of an auction (“Auction”) in the Bovespa Segment of BM&FBOVESPA S.A. - Bolsa de Valores Mercadorias e Futuros (“BM&FBOVESPA”) (The Brazilian Mercantile Exchange). This Offering is not

conditioned to any minimum member of accepters.

1.4 Validity. This Offering shall remain valid for a period of 30 (thirty) days counted as from the date of publication of this Public Notice, that is, it shall start on October 30th, 2009 and shall end on November 30th, 2009, the date on which the Auction shall be held (“Auction Date”). The Offering period shall not be extended after the Auction Date.

1.5 Shares Object of Offering. The Offerors agree to acquire, by means of the Intermediary Institution, up to 69,933,073 (sixty-nine million, nine hundred and thirty-three thousand, seventy-three) shares, as per the terms set forth under item 2 below. The quantity of Shares Object of Offering was fixed based on information rendered by Ideiasnet, according to which: (a) the number of shares issued by Ideiasnet on this date is 104,432,772 (one hundred and four million, four hundred and thirty two thousand, seven hundred and seventy-two) shares, minus (b) the Excluded Shares, as defined below.

1.5.1 For the effects of this Public Notice, “Excluded Shares” are understood as 34,499,699 (thirty-four million, four hundred and ninety-nine thousand, six hundred and ninety-nine) shares issued by Ideiasnet, of which (a) 30,331,499 (thirty million, three hundred and thirty-one thousand, four hundred ninety-nine) shares are property (i) of the Offerors; (ii) of associate or controlled companies belonging to the Offerors and to investment funds administrated by them, or quotas of which be directly or indirectly held by them; and (iii) of natural persons connected to the Offerors or companies controlled by these natural persons, and (b) 4,168,200 (four million, one hundred and sixty-eight thousand, two hundred) share are kept in treasury by Ideiasnet itself.

1.5.2 In case a change in the number of shares into which Ideiasnet’s capital stock occurs between the date of publication of this Public Notice and the Date of Auction, on account of bonus issues, share splits, share consolidations, the number of Shares Object of Offering shall be automatically adjusted to the same rate. In this case, the Offerors shall disclose the new number of Shares Object of Offering through a notice to the market.

1.6 Absence of Restrictions to Shares. By accepting to sell shares to which they hold title according to the term of this Offering, the selling shareholders must declare that these share are found free and unencumbered of any real guarantee and enjoyment, rights, burdens, charges, liens or any form of restriction to the free circulation or transfer which may prevent the full and immediate exercise, by the Offerors of equity, political rights, or of any other nature stemming from the ownership of the Shares Object of Offering or full compliance with the rules for share negotiation found in the BM&FBOVESPA – BOVESPA segment Operations Regulation.

1.7 Objective of Offering. By the Offering, the Offerors seek to acquire up to the entirety of the Shares Object of Offering. The Offerors state right away that they have no interest in promoting cancellation of Ideiasnet’s public listed Company registration, and bear the intention of keeping Ideiasnet shares listed in the BM&FBOVESPA New Market, as referred to under item 9.1 of this Public Notice.

1.8 Dividends. In case the Issuer declares dividends and/or interest over own capital, pertinent payments shall be made in the form of article 205 of the Brazilian Corporate Law for the holder of the share on each date of declaration of dividends and/or interest over own capital.

1.9 Consequence of Acceptance of Offering. Upon accepting this Offering, each shareholder seller of Ideiasnet shares agrees to dispose of the ownership of his shares, including all rights inherent to the said shares, according to the terms and conditions envisaged in this Public Notice.

1.10 Allocation of Shares Acquired between Offerors. The lot of Ideiasnet shares which may be acquired within the scope of the Offering shall be allocated by Itaú Corretora, indicatively, between the Offerors, in compliance with the following rules of priority and proportion:

I. In the first place, Gustavia shall be allocated a number of shares corresponding to 7,500,000 (seven million, five hundred thousand) Shares Object of Offering (“First Lot”). In case the number of shares sold in the scope of the Offering is equal or smaller than the First Lot, only Gustavia shall acquire shares through the Offering;

II. Afterwards, Centennial shall be allocated a number of shares corresponding to 3,000,000 (three million) Shares Object of Offering (“Second Lot”), as long as the number of shares sold in the scope of Offering exceeds the First Lot. In case the number of shares sold in the scope of Offering is greater than the First Lot, but equal or lower than the Second Lot, only Centennial shall acquire shares of the Second Lot of Offering;

III. Following that and once the number of shares sold in the scope of the Offering exceeds the First and the Second Lots, the Offerors Centennial, FIP Hankoe, Total Return, and Fundos Mercatto shall allocate up to 15,000,000 (fifteen million) Shares Object of Offering (“Third Lot”) according to the following proportion:

(a) To Centennial shall be allocated 5,250,000 (five million, two hundred and fifty thousand) of Shares Object of Offering or a number of shares corresponding to 35% (thirty-five per cent) of the Third Lot;

(b) To FIP Hankoe shall be allocated 5,250,000 (five million, two hundred and fifty thousand) of Shares Object of Offering or a number of shares corresponding to 35% (thirty-five per cent) of the Third Lot;

(c) To Total Return shall be allocated 3,000,000 (three million) Shares Object of Offering or a number of shares corresponding to 20% (twenty per cent) of the Third Lot; and

(d) To Fundos Mercatto shall be allocated 1,500,000 (one million, five hundred thousand) Shares Object of Offering or a number of shares corresponding to 10% (ten per cent) of the Third Lot, in compliance with the proportion referred to under item 1.11.1.

IV. Finally, and once the number of shares sold, in the scope of the Offering exceeds the First, Second, and Third Lots, the Offerors Centennial, FIP Hankoe, Total Return, and Fundos Mercatto all other shares sold in the scope of the Offering shall be allocated, corresponding to up to 44,433,073 (forty-four million, four hundred and thirty-three thousand, seventy-three) Shares Object of Offering (“Final Lot”), according to the following proportion:

(a) To FIP Hankoe shall be allocated 3,354,206 (three million, three hundred and fifty four thousand, two hundred and six) Shares Object of Offering or a number of shares corresponding to 7.548895% (seven point five four eight eight nine five per cent) of Final Lot;

(b) To Total Return shall be allocated 5,604,206 (five million, six hundred and four thousand, two hundred and six) Shares Object of Offering, or a number of shares corresponding to 12.612691% (twelve point six one two six nine one per cent) of the Final Lot;

(c) To Fundos Mercatto shall be allocated 1,368,068 (one million, three hundred and sixty eight, sixty-eight) Shares Object of Offering or a number of shares corresponding to 3.078941% (three point zero seven eight nine four one per cent) of the Final Lot; and

(d) To Centennial shall be allocated 34,106,593 (thirty four million, one hundred and six thousand, five hundred ninety-three) Shares Object of Offering, or a number of shares corresponding to 76.759474% (seventy six point seven five nine four seven four per cent) of the Final Lot.

1.11.1. The shares to be acquired by the Fundos Mercatto shall be allocated to them in the following proportion:

Corporate Name	CNPJ	%
Mercatto Gestão Fundamentalista FI de Ações	05.578.898/0001-01	14.833333
Mercatto Estratégia FI de Ações	02.724.147/0001-50	68.133333
Mercatto Banese Celi Fia	07.900.281/0001-88	12.266667
FI Multimercado Multicarteiras Barracuda	02.934.491/0001-73	1.266667
Mercatto Diferencial Institucional Multimercado FI Longo Prazo	05.254.718/0001-28	2.673333
Mellon Nota FI Multimercado Previdenciário	06.290.652/0001-94	0.320000
Mercatto Acaju FI Multimercado Previdenciário	03.992.522/0001-05	0.353333
Mercatto Pajuçara Multimercado Previdenciário FI	03.168.115/0001-88	0.153333

1.12 Shareholders' Agreement. Following liquidation of Offering, but independently of its result, the Offerors Centennial, FIP Hankoe, Total Return, Gustavia, and a number of Artificial and Natural persons linked thereto, as indicated under item 1.5.1 of this Public Notice seek to execute a shareholders' agreement with the aim of regulating among other matters, the exercise of vote which refer (i) to the election of Ideiasnet Board of Directors, (ii) matters which, once approved, provide the shareholder with the right to leave the company through reimbursement of the value of his shares; and (iii) the matters which, once approved, compel the Parties or Ideiasnet to promote a Public Offering ("PO") of

Ideiasnet's shares.

2. CONDITIONS OF OFFERING

2.1. Conditions of Offering. The Offering is conditioned to the non-occurrence or non-implementation of any of the conditions listed hereunder, until 9:00 a.m. (Brasília time) of the day prior to the Auction Date except in case of express waiver of such condition by the Offerors, expressed as per item 2.2 below:

(i) substantial adverse change in business, conditions, revenues, operations or stockholding comprised of Ideiasnet or of its directly and indirectly controlled companies, or the knowledge by the Offerors of any circumstance which leads to, or may presumably lead to a substantial adverse change in relation to Ideiasnet's value or that of its directly or indirectly controlled companies, or to the value of shares on account of any of the following events:

(a) issuance, by any federal, state, or local governmental authority in Brazil (including, but not being limited to the Executive, Legislative, or Judiciary powers), of any decree, order, ruling, or act which:

- challenges, restricts, or limits the Offerors' capacity to perform the Offering, hold Ideiasnet's shares, acquire additional Ideiasnet's shares, exercise the rights inherent to them, or receive distributions relating thereto;
- determine the end or change in terms and conditions of any licenses, authorizations or concessions granted necessary to the performing of Ideiasnet's business or that of any of its directly and indirectly controlled companies;
- determine expropriation, confiscation, or limitation to the free disposal of Ideiasnet's assets or those of its directly or indirectly controlled companies;
- determine the decrease of fees rates, or prices charged by Ideiasnet or by its directly or indirectly controlled companies in the performing of their respective business, or impose additional obligations of investment, providing of services, or the implementation of measures which excessively burden Ideiasnet or any of its directly or indirectly-controlled companies; or
- suspend, restrict, or limit the performing of operations in the foreign exchange market or the inflow of funds from the Country.

(b) the occurrence of war or of a serious political or critical upheaval in Brazil or overseas; or

(c) the occurrence of a natural event such as, for example, earthquakes, floods or similar events, or of any external factor which may cause significant damage (1) to the infrastructure, to the communications system, or to the providing of public services in the States in which Ideiasnet or any other of its directly or indirectly controlled companies act in any manner, provide services, or in other relevant parts of the Country; or (2) to Ideiasnet's assets and to those of any of its directly and indirectly controlled companies, thereby affecting the regular course of their business.

- (ii) generalized suspension or the limitation of negotiations, of securities in general, including shares issued by Ideiasnet at BM&FBOVESPA, for over 24 hours;
- (iii) a fall of 20% or higher, at the closing of the foreign exchange market, on any date, of the value of the Real in face of the USD (according to the purchase and sale average indicated in transaction PTAX 800, option 5, disclosed by the Brazilian Central Bank at 6:00 p.m. of such date), regarding the USD quotation on October 28th, 2009, when the abovementioned was R\$1.7443;
- (iv) a fall, upon the closing of any trade, in the BM&FBOVESPA (IBOVESPA) index value by, at least 20% (twenty per cent) regarding the IBOVESPA value ascertained on October 28th, 2009, which was 60,162 points;
- (v) a fall by 20% or higher, upon the closing of BM&FBOVESPA trade, on any date, of the Share negotiation price, comparing to the price ascertained on October 28th, 2009, which was R\$ 5.34;
- (vi) a substantial change to the applicable standards to the Brazilian capitals market, or increase in the tax rate which adversely affects or prevents the fulfillment of the Offering by the Offerors; or
- (vii) the revoking of any governmental authorization necessary to the performing of Ideiasnet's activities or those of any of its directly or indirectly controlled companies, of the Offering or the issuance of any act by any governmental authority which prevents the Offerors from performing the Offering or which imposes the obligation of acquiring or selling of Ideiasnet – issued shares upon the Offerors.

2.2. Occurrence of Condition. In case, at any moment following the date of publication of this Public Notice, and until 09:00 (Brasília time) of the working day prior to the Date of Auction, the occurrence of any of the abovementioned events is determined, the Offerors shall publish a notice clarifying whether they will keep the Offering (the Offerors' having waived the condition) or whether the Offering shall be cancelled, thereby losing it efficacy.

2.3. Waiver to Condition. The Offerors may, at their exclusive discretion, waive any of the above-envisaged conditions, a case in which the Offering shall keep, its validity and efficacy, even though the respective condition(s) may not have not occurred yet. Any and all waiver to any of the above-envisaged conditions shall be expressly, published by the Offerors, by means of a notice, as per terms of item 2.2 above.

2.4. Irrevocability of Offering. The established conditions being complied with, the Offering is immutable and irrevocable from the date of publication of this Public Notice to the start of the Auction, it being, however, remarked that, in case of occurrence of any of the conditions indicated above, or any other substantial, later, and unforeseeable change, under the circumstances of fact existing on this date, which lead to a relevant increase in the risks taken on by the Offerors, inherent to the Offering, the Offerors shall be able to change or revoke the Offering; they shall publish a notice to clarify whether they shall keep the Offering, describing the terms and conditions for such, or whether the Offering shall be cancelled.

3 PRICE

3.1 Price of Offering. The Offerors agree to acquire the Shares Object of the Offering for the price of R\$ 5.23 (five reais and twenty-three centavos) per share which shall be (i) deducted from the value of the dividends and/or interest on own capital per share eventually declared by Ideiasnet, to which its shareholders are entitled as per terms of item 3.1.1 below and/or (ii) adequated as per terms of established under 3.1.2 below (“Price per Share”).

3.1.1. Deduction of value of dividends and/or interest on capital from the Price per Share, shall be applicable: (i) to Ideiasnet’s shareholders registered as owners or beneficiaries of their respective shares or the date of dividend declaration or of dividend payment, if such Date falls prior to Auction; or (ii) to Ideiasnet’s shareholders registered as owners or beneficiaries of their respective shares on the base date established by Ideiasnet, in case the abovementioned date be prior to the date of Auction.

3.1.2. In the case of share bonuses, consolidations or splits, the Price per Share shall be adequated concomitantly to the case. In this case, the Offerors shall disclose the new Price per Share through note to the market.

3.2 Form of Payment. Payment of the Price per Share shall be made cash, in national currency, on the Date of Liquidation, of Auction (as defined below).

4 THE AUCTION

4.1 Date of Auction. Share acquisition shall be carried out at the Auction to be held on the Date of Auction, that is, on November 30th, 2009, at 3:00 p.m., São Paulo time, by means of MEGABOLSA, a BM&FBOVESPA – Bovespa Segment negotiation system.

4.2 Acceptance of Offering. The entitlement requirements described under item 5 below having been complied with and fulfilled, final Offering acceptance by each shareholder shall be performed by the Broker before which such shareholder has been entitled, by means of presentation of respective Sales Orders. The Brokers, representing the entitled shareholders in the form of item 5.1 of this Public Notice, shall register the quantities of shares they seek to sell at the Auction (“Sales Orders”) until 12:00 of the Date of Auction, by means of code IDNT3L at MEGABOLSA. Acceptance of Offering shall imply in obligation by the accepting shareholder to sell to Offerors the Ideiasnet shares in his ownership, in the form and under the terms and conditions foreseen in this Public Notice, free and unencumbered from any and all liens, or restriction of any nature. Acceptance of Offering, and, consequently, the Sales Orders of Shares are irrevocable as from the time of beginning of Auction. Renunciation regarding Offering shall be reported by the shareholder prior to such time, through the Broker before which he is entitled.

4.3 Purchasing Interference. Any third party may hold a competing purchasing interference for acquisition of Shares Object of Offering by means of a competing Share Public Offering (OPA) as per the terms of article 13, Instruction CVM 361/02.

4.4 Procedures for Purchasing Interferences. Purchasing Interferences shall be allowed in the Auction, with the purpose of partial or total acquisition of the Shares Object of the Offering, as long as the value of the competing offer be, at least, 5% (five per cent) higher than the initial Price per Share and that such interference be filed with the BM&FBOVESPA's Operating Directorship until 6:00 p.m. (São Paulo time) of the working day immediately prior to the Auction Date, with the same requirements and procedures set forth in the present Public Notice as well as BM&FBOVESPA's own procedures and standards regarding their acceptance as to interference being complied with.

4.5 Price Variation. Procedures shall be adopted, at the Auction, to ensure the right for the Offerors' to raise the Price per Share during the Auction, the new price being extended to all shareholders accepting the previous bids.

4.6 Costs and Brokerage Fees. All costs, brokerage commissions and fees pertaining to the sale of Shares Object of Offering shall be borne by the pertinent selling shareholders, and the costs, brokerage commission and fees pertaining to the purchase of Shares Object of Offering shall be borne by the Offerors. The expenses made with the performing of the Auction such as fees and charges instituted by BM&FBOVESPA shall comply with the tables in force on Auction Date and with the standing legal dispositions.

4.7 Broker Representing Offerors. Itaú Corretora shall be the Offerors' representative at the Auction.

5 QUALIFYING FOR THE AUCTION

5.1 Qualification. Ideiasnet's shareholders wishing to partake in the Auction shall apply to à Itaú Corretora or to any other security brokerage firm authorized to operate in BM&FBOVESPA's Bovespa Segment (each one of these being individually named "Broker" and, collectively, "Brokers"), as of the date of publication of this Public Notice until 6:00 p.m., of November 27th, 2009, the working day immediately prior to the Auction Date ("Qualification Period"). Participation in the Auction shall meet the requirements set forth in BM&FBOVESPA's Operating Regulations.

5.2 Registration before de Broker. The shareholder who wishes to qualify for the Auction should contact a Broker of his own choice, and comply with the procedures and documentation necessary set forth by the latter so as to take part in the Offering.

5.3. Shares Kept in Custody at Banco Itaú. The shares in custody at Banco Itaú S.A. ("Banco Itaú"), the depositary institution for the shares issued by the Issuer shall, by means of Brokerage Houses and at no loss to the procedure envisaged under items 5.1 and 5.2 above, be previously deposited in custody at the BM&FBOVESPA's Depository Center, according to standards, terms, and procedures of the BM&FBOVESPA Depository Center, a procedure which should be completed up to 6:00 p.m. of the working day immediately prior to the Auction Date, that is, up to November 27th, 2009.

5.4. Shares deposited at the BM&FBOVESPA Depository Center. The shareholder who wishes to sell shares shall, through his custody agent at the BM&FBOVESPA Depository Center, transfer the shares to portfolio 7105-6, open in his name and kept by the BM&FBOVESPA Depository Center exclusively for this purpose, until 12 m. of the

Auction Date, it being that a possible cancellation or decrease in the number of shares to be sold shall be reported by the shareholder until the moment immediately prior to the start of Auction. The shares thus deposited and which become object of a Sale Order (as defined under item 4.2 above), shall remain unavailable for negotiation from the date of registration of the pertinent Sale Order until the financial liquidation of the Offering. In case the shareholder intends to negotiate the shares under custody according to the terms of item 5.3, should request their previous unblocking.

5.5. Registered Sales Orders and which do not have their corresponding share deposited into the portfolio kept by the BM&FBOVESPA Depository Center indicated under 5.3 shall be cancelled.

5.6. Holders of investments performed under Resolution # 2,689 by the National Monetary Council (“CMN”). The shareholder who have invested in shares issued by Ideiasnet by means of mechanism set forth under Resolution CMN # 2,689 (“Investor via Resolution 2,689”), must contact their representative and a Broker, and comply with the necessary procedures and documentation set for forth by the former so as to participate in the Offering.

5.7 The accepting shareholder shall be in charge of taking all applicable measures so that the transfer to the BM&FBOVESPA Depository Center, of the shares which it intends to sell to the Offerors, be performed in a timely manner to allow for their entitlement at the Auction, in the form and terms envisaged in this Public Notice.

5.8 The Offerors warn Ideiasnet’s shareholders that the procedures for checking documents and transfer of shares described above shall be subject to the rules and internal proceedings of the Brokers, depository institutions, and of BM&FBOVESPA Depository Center, so that a shareholder should take all measures in advance so as to qualify for, and take part in, the Auction.

6 LIQUIDATION

6.1 Auction Liquidation. Auction liquidation shall be performed on the 3rd (third) working day after the Auction Date (“Auction Liquidation Date”).

6.2 Form of Offering Price Liquidation. Financial liquidation of Auction shall be made in accordance with the rules established by the BM&FBOVESPA Clearing and Liquidation Chamber, in the gross liquidation made, as defined in Chapter VII of the BM&FBOVESPA Clearing and Liquidation Chamber’s Operating Procedures. The BM&FBOVESPA Clearing and Liquidation Chamber shall not act as central counterparty guarantor of Auction liquidation. The BM&FBOVESPA Clearing and Liquidation Chamber shall act a facilitator of Auction liquidation in light of this Offering, including (a) receipt of Offerors’ resources and of Shares Object of Offering from shareholders who sell their shares at the Offering, by means of their custody agents; (b) the transfer of Offerors’ resources to the shareholders who offer their shares at the Offering; and (c) the transfer of Shares Object of Offering to the Offerors.

6.3 Offerors’ Obligations. In the terms of the intermediation contract executed between the Intermediary Institution and the Offerors (“Intermediation Contract”), the

Offerors' liquidation obligations set forth in this Public Notice shall be directly complied with by the Offerors and, at any rate, each one of the Offerors shall remain fully responsible for the fulfillment of all obligations assigned to it pertaining to the Offering and set forth by their Public Notice.

6.4 Guarantee. Itaú Corretora shall guarantee financial liquidation of Offering before BM&FBOVESPA, in compliance with the Intermediation Contract conditions, as paragraph 4 of article 7 of CVM 361/02.

7 INFORMATION OF IDEIASNET

The Offerors warn that the information on Ideiasnet found under item 7 of this Public Notice of Offering comprises information made available by Ideiasnet itself in its website and in the Brazilian Securities and Exchange (CVM) website.

7.1 Headquarters and Corporate Purpose. Ideiasnet is headquartered at Rua Visconde de Pirajá nº 572, salão 401/parte, Ipanema, Rio de Janeiro, RJ, and its corporate purpose consists of the following: holdings in other companies which act, directly or indirectly, in the area of technology, being thus understood the companies which exploit, directly or indirectly, services or business, or bear holding in companies which exploit directly or indirectly, services or business linked to the world wide computer web ("world wide web" or "Internet"), or performed through the Internet. Ideiasnet can also provide services to companies acting in or exploiting services or products through the Internet.

In the course of its activities Ideiasnet develops projects and acquires holdings in companies of the Telecommunications, Media Technology (TMT) in Brazil. The company acts through its holdings in larger firms, with leadership position in their market segments, and in companies under development which display a significant potential to gain greater scale and reinforce the leadership in their pertinent action segments.

Aiming at value maximization for its shareholders acts on its invested companies, sharing experiences and knowhow, enabling access to obtaining financial resources, extracting synergies, seeking to accelerate the development of its activities and providing human resources.

By taking part in the Board of Directors of acts invested companies, the company actively contributes to the joint definition of strategies and targets, in market positioning, as well as in the identification, negotiation, and structuring of acquisitions and strategic contracts, and in the choice of its main executives.

On account of its experience and knowledge in the TMT sector and for its track record of growth in its invested companies, Ideiasnet is able to identify new investment opportunities in the sector, add value to the invested companies, by implementing the best management practices and by allowing them to present significant growth rates throughout the years. Additionally, there are cases in which Ideiasnet identifies business models in the TMT sector already developed in other countries, and which can be successfully developed in Brazil.

7.2 Capital Stock. Ideiasnet's subscribed and fully paid in capital stock, was on June 30th, 2009, R\$ 189,177 million, represented by 104,252,397 (one hundred and four million

two hundred and fifty-two thousand, three hundred and ninety seven) common shares, all nominative, scriptural and with no nominal value.

7.3 Share Structure. Ideiasnet's share structure was following on October 13th:

Shareholder	Shares	% Total
UBS Prestige Fund, LLC – Classe 02	7,762,400	7.45
BNY Mellon Serviços Financeiros DTVM S.A.	5,647,832	5.42
Truetech Participações Ltda.	5,912,454	5.67
Lorentzen Empreendimentos S.A.	10,206,500	9.79
Centennial Ass Mining Fund LLC	8,830,717	8.47
Others	65,892,494	63.20
Total	104,252,397	100.00

Source: Ideiasnet website on base date of October 13th, 2009.

7.4 Ideiasnet's Selected Financial Indicators. The table below contains a number of Ideiasnet's financial indicators, based on the consolidated financial statements for the indicated periods:

	Financial Year closed on: 12.31.2007	Financial Year closed on: 12.31.2008	Semester closed on: 06.30.09
(In million R\$, except if mentioned otherwise)			
Paid-in Capital Stock	99,252	216,322	189,177
Net Equity	84,401	189,161	192,009
Net Revenue	541,510	877,186	371,814
Operating Profit (Loss)	83,523	141,327	55,825
Net Profit (Loss)	(0,060)	(9,639)	(0,878)
Total Liabilities	297,390	424,251	369,790
Current Liabilities	181,841	198,921	173,797
Long-Term Liability	31,148	36,169	3,984
Number of Shares	84,704	104,252	104,252
Profit (Loss) per Share (R\$)	(0,00)	(0,09)	(0,00)
Equity Value per Share (R\$)	1,00	1,81	1,84
Total Liability/Net Equity (%)	352.4%	224.3%	192.6%
Net Profit/Net Equity (%)	(0.1%)	(5.1%)	(0.5%)
Net Profit/Net Revenue (%)	(0.0%)	(1.1%)	(0.2%)
Net Profit/Paid in Capital Stock (%)	(0.1%)	(4.5%)	(0.5%)

7.5 Financial Statements. Ideiasnet's annual and periodical financial statements are available at the following electronic addresses: www.ideiasnet.com.br, www.cvm.gov.br and www.bovespa.com.br.

7.6 Historical Information on Share Trading. The table below indicates the volumes traded, the quantities and the weighted average prices practiced in the cash spot market of the BOVESPA Segment at BM&FBOVESPA with the shares ("IDNT3") in the last 12

(twelve) months:

Month	Total Volume Traded (in R\$)	Number of Shares Traded	Weighted Average Price (in R\$) of Share Quotes
October 2009 ¹	70,131,398	14,447,400	4.85
September 2009	50,502,004	13,070,000	3.86
August 2009	26,838,121	7,498,500	3.58
August 2009	26,838,121	7,498,500	3.58
July 2009	27,514,659	8,692,600	3.17
June 2009	44,334,412	13,629,200	3.25
May de 2009	40,535,571	15,367,900	2.64
April de 2009	25,491,016	11,888,100	2.14
March de 2009	15,812,959	8,612,400	1.84
February 2009	15,025,148	7,583,200	1.98
January 2009	20,270,735	9,263,900	2.19
December 2008	31,087,636	14,235,600	2.18
November 2008	22,523,850	9,640,700	2.34
October 2008	56,727,035	24,827,700	2.28

Source: Economática

¹Data accumulated until October 28th, 2009

7.7 Ideiasnet's Shares Rights. Each Ideiasnet common share confers upon its respective holder the right to one vote at the ordinary and extraordinary general meetings, in compliance with the disposition of article 14, § 6 of the Bylaws which deals with the election of Board of Directors members. According to Ideiasnet's Bylaws and the Law of Corporations by Shares, the holders of Shares are vested in the right to receipt of mandatory dividend of 25% (twenty five per cent) of the net profit of the financial year, adjusted as per article 202 of the Law of Corporations by Shares, or other distributions carried out relatively to Shares proportionally to their holdings in the capital stock. The holders of shares have, except under certain circumstances foreseen in the Law of Corporations by Shares, and in Ideiasnet's bylaws, the right to participate in Ideiasnet's future capital increase in the same proportion to their holdings in Ideiasnet's capital stock.

8 INFORMATION ON THE OFFERORS

8.1 Centennial: CENTENNIAL ASSET MINING FUND LLC is a company incorporated according to the laws of the State of Nevada, United States of America, with offices at 502 East John Street, Carson City, Nevada, USA - 89706. Centennial's corporate purpose comprises the performing of investments in different financial asset and security modes available in the financial and capitals market, including, for the effects of this Offering, shares issued by Ideiasnet. Centennial is indirectly controlled by Mr. Eike Fuhrken Batista and holds 8,830,717 shares issued by Ideiasnet.

8.2 FIP Hankoe: HANKOE FUNDO DE INVESTIMENTO EM PARTICIPAÇÕES, is an investment fund in holding comprised under the form of a closed condominium, registered with the CNPJ/MF under n° 10.947.549/0001-41, administrated by BTG Pactual Serviços Financeiros S.A. DTVM, a financial institution with offices in the City and State of Rio de Janeiro, at Praia de Botafogo, n° 501, 5° andar (parte), registered with

the CNPJ/MF under n° 59.281.253/0001-23. According to its regulation FIP Hankoe's purpose is to seek, in the long term, appreciation of the capital invested, by means of acquisition of (i) shares, convertible debentures, subscription bonuses, or other convertible bonds or securities, or exchangeable for shares issued by publicly or closely-held companies, in which FIP Hankoe holds influence in management, and (ii) other Financial Assets (as defined under Article 12, § 1, of FIP Hankoe Regulation), according to FIP Hankoe's investment policy. Although it is not an Ideiasnet shareholder, FIP Hankoe has as its sole quotaholder an investment fund in quotas of an investment fund in holdings, whose only quotaholders are natural persons directly and indirectly shareholders of Ideiasnet, or persons linked thereto, as follows: LORENTZEN EMPREENDIMENTOS S.A., holder of 10,206,500 shares issued by Ideiasnet; CAMOCIM ADMINISTRADORA S.A., holder of 448,924 shares issued by Ideiasnet; TIBA PARTICIPAÇÕES S.A., holder of 38,603 shares issued by Ideiasnet; HAAKON LORENTZEN, holder of 1,325,291 shares issued by Ideiasnet; INGEBORG LORENTZEN RIBEIRO, holder of 149,343 shares issued by Ideiasnet; and CARLOS JURGEN TEMKE, holder of 288,489 shares issued by Ideiasnet.

8.3 Fundos Mercatto: For the purposes of this Public Notice, it is understood as Fundos Mercatto, the investment funds administrated and legally represented by BNY Mellon Serviços Financeiros, Distribuidora de Títulos e Valores Mobiliários S.A., a corporation registered with the CNPJ/MF under n.º 02.201.501/0001-61, with offices in the City and State of Rio de Janeiro, at Avenida Presidente Wilson, n° 231, 11º andar, 13º e 17º andares (parte), and managed by Mercatto Gestão de Recursos Ltda., a corporation with offices in the City and State of Rio de Janeiro, at Rua Rodrigo Silva n° 26, 10º andar, registered with the CNPJ under n° 02.193.145/0001-81, comprising the following investment funds: (a) MERCATTO GESTÃO FUNDAMENTALISTA FI de AÇÕES, an investment fund in shares registered with the CNPJ/MF under n.º 05.578.898/0001-01; (b) MERCATTO ESTRATÉGIA FI DE AÇÕES, an investment fund in shares registered with the CNPJ/MF under n.º 02.724.147/0001-50; (c) MERCATTO BANESE CELI FIA, an investment fund in shares registered with the CNPJ/MF under n.º 07.900.281/0001-88; (d) FI MULTIMERCADO MULTICARTEIRAS BARRACUDA, a multimarket investment fund in shares registered with the CNPJ/MF under n.º 02.934.491/0001-73; (e) MERCATTO DIFERENCIAL INSTITUCIONAL MULTIMERCADO FI LONGO PRAZO, a multimarket investment fund registered with the CNPJ/MF under n.º 05.254.718/0001-28; (f) MELLON NOTA FI MULTIMERCADO PREVIDENCIÁRIO, a multimarket investment fund registered with CNPJ/MF under n.º 06.290.652/0001-94; (h) MERCATTO ACAJU FI MULTIMERCADO PREVIDENCIÁRIO, a multimarket investment fund registered with the CNPJ/MF under n.º 03.992.522/0001-05; and (i) MERCATTO PAJUÇARA MULTIMERCADO PREVIDENCIÁRIO FI, a multimarket investment fund registered with the CNPJ/MF under n.º 03.168.115/0001-88. The FUNDOS MERCATTO hold, together with other investment funds managed by Mercatto, 5,902,032 shares issued by Ideiasnet.

8.4 Total Return: TOTAL RETURN INVESTMENT LLC, a corporation incorporated according to the laws of Delaware, United States of America, with offices at Greentree Drive, Suite 101, Dover, Kent County, Delaware, 19904, registered with CVM under code number 112821620191620190-1. Total Return has appointed OPUS manager of its investments, with full management powers. Total Return's corporate purpose comprises the performing of investments in different financial asset and security modes available in the financial and capitals market, including, for the effects of this Offering,

shares issued by Ideiasnet. Total Return is a wholly-owned subsidiary of the class Total Return Segregated Portfolio, of the fund Corcovado Investment Fund, SPC, a corporate established as an investment fund according to the Cayman Islands law, of which OPUS is also manager, with full management powers. Total Return holds, together with other shareholders, these shareholders being funds managed by Opus, 3,141,600 shares issued by Ideiasnet.

8.5 **Gustavia:** GUSTAVIA INVESTORS LLC is a corporation established, and operating, according to the laws of the State of Delaware, with offices at 2,711, Centerville Road, Suite 400, Wilmington, Delaware, 19808, United States of America. Gustavia was established with the purpose of performing of investments in different financial asset and security modes available in the financial and capitals market, including, for the effects of this Offering, shares issued by Ideiasnet. Gustavia has appointed D.A.S. Trading, Inc., a corporation incorporated according to the laws of the State of Delaware, United States of America, manager of its investment, with full management powers. The shareholders and administrator of D.A.S. Trading, Inc. is Mr. Carlos Pedroza Aguinaga, Chairman of the Board of Directors of Ideiasnet, currently on leave from the position until liquidation of Offering. Gustavia is a wholly-owned subsidiary of Gustavia Fund Limited, the latter being a corporation established as an investment fund according to the laws of Bermuda, of which D.A.S. Trading, Inc. is also manager, with full management powers. Gustavia is not a shareholders of Ideiasnet.

9 ADDITIONAL INFORMATION

9.1 **Novo Mercado (New Market).** The Offerors bear the intention of keeping Ideiasnet's shares listed in the Novo Mercado segment of BM&FBOVESPA and, therefore, shall endeavor to keep a minimum percentage of outstanding shares of 25% (twenty-five per cent), as required by the Regulamento de Listagem do Novo Mercado da BM&FBOVESPA (Listing Regulation for the New Market of BM&FBOVESPA). In the case that, as a result of this Offering, the Offerors come to hold more than 75% (seventy five per cent) of the total of Ideiasnet's shares, the Offerors shall take the necessary steps to restore the minimum of 25% (twenty-five per cent) of the outstanding within 6 (six) months subsequent to the Auction Date.

9.2 **Absence of Facts or Undisclosed Circumstances.** Each of the Offerors declares that it does not have, on the date of this Public Notice, knowledge of any information not disclosed to the public, which may influence, in a relevant manner, Ideiasnet's results or the quoting of its shares in the market.

9.3 **Update of Publicly-held Company Registration.** The Offerors declare, hereupon, that, to the best of their knowledge and after due confirmations having been requested, Ideiasnet's registration as a publicly-held company is duly updated in compliance with article 21, Law nº 6,385, dated December 7th, 1976, as changed.

9.4 **Offerors' Representations.** Each of the Offerors states that (i) it is responsible for the truthfulness, quality and sufficiency of the information provided to CVM and to the market, as well as for possible damages caused to Ideiasnet, to its shareholders and to third parties, by guilt or intention, on account of falsehood, imprecision, or omission of such information; (ii) not having adopted, directly or indirectly, any measure aiming at (or which has caused, or which may be expected to cause or result in) stabilization or

manipulation of the price of any security issued by Ideiasnet; (iii) the acquisition of shares by means of the Offering is not motivated by any relevant information about Ideiasnet, its business, its controlled and subsidiary companies, not disclosed to the market; (iv) the scope of the Offering is exclusively to acquire shares and, regarding the Offerors Centennial, FIP Hankoe, Opus, and Gustavia, later to execute a shareholders' agreement mentioned under item 1.12. above.

9.5 Intermediary Institution Representations. The Intermediary Institution declares that it has taken all care and acted with high diligence standards to ensure that the information provided by the Offerors were true, consistent, correct and sufficient, being accountable for the omission in its duty, as well as that it has verified the sufficiency and quality of the information supplied to the market during the Offering procedure necessary to decision-making by the shareholders, including Ideiasnet's possible and periodic information, and those found in this Public Notice.

9.6 Holdings in Offerors. The Intermediary Institution, its controller and persons linked to him, do not bear any holding in the Offerors.

9.7 Holdings in Ideiasnet. Banco Itaú Europa, S.A., a corporation belonging to the same financial conglomerate as the Intermediary Institution, holds 200,000 (two hundred thousand) shares issued by Ideiasnet. In addition, 1,027,185 (one million, twenty-seven thousand, one hundred and eighty-five) Ideiasnet's shares are under the discretionary management of the Intermediary Institution's financial conglomerate.

9.8 Authorization by BM&FBOVESPA. The Offering object of their Public Notice is not subject to registration before the CVM. BM&FBOVESPA authorized Auction holding in its MEGABOLSA negotiation system.

9.9 Access to Public Notice of Offering and to Shareholders' List. The Public Notice and Ideiasnet's List of Shareholders are at the disposal of any interested person (it being that, regarding the latter document, Ideiasnet was requested to make it available to the persons below, with the remark that the information corresponding to it shall only be rendered by means of identification and receipt signed by the interested party) at the addresses hereunder:

IDEIASNET S.A.

Rua Visconde de Pirajá nº 572, salão 401/parte, Ipanema, Rio de Janeiro, RJ
www.ideiasnet.com.br

COMISSÃO DE VALORES MOBILIÁRIOS

Rua Cincinato Braga, 340, 2º andar, Centro, São Paulo, São Paulo
Rua Sete de Setembro, 111, 2º andar, "Centro de Consultas", Rio de Janeiro, Rio de Janeiro
www.cvm.gov.br

BM&FBOVESPA S.A. – BOLSA DE VALORES MERCADORIAS E FUTUROS

Praça Antonio Prado, 48, 2º andar, Centro, São Paulo, São Paulo
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