

February 1, 2011

## Banco Bradesco S.A. -Cash Distribution Resulting from the Sale of Rights

DR CUSIP: 059460303

DR ISIN: US0594603039

DR Ticker Symbol: BBD

Ratio (DRs:Underlying Shares): 1:1

Banco Bradesco S.A. announced a distribution of Rights to its Preferred shareholders. The Rights were allocated as follows: 0.01657009 Right(s) were issued for every 1 Preferred share(s) held as of the local record date of Dec 17, 2010.

The Banco Bradesco S.A. Rights were not registered under the United States Securities Act of 1933, therefore we were not permitted to pass the Rights on to the holders of Depositary Receipts ("DRs"). As a result, BNY Mellon has sold the Rights in the local market and the proceeds received from the sale will be distributed to the DR holders of Banco Bradesco S.A.

BNY Mellon has established the following:

<b>DR Record Date:</b>	<b>Feb 08, 2011</b>
<b>DR Payment Date:</b>	<b>Feb 18, 2011</b>
<b>Gross Rate per DS:</b>	<b>\$0.085539</b>
<b>Depository Fee per DS:</b>	<b>\$0.010000</b>
<b>Net Rate per DS:</b>	<b>\$0.075539</b>

### NOTE:

BNY Mellon has established the following dates for this corporate action:

Books will be closed from Dec 23, 2010 and will reopen on Feb 09, 2011 for Issuance transactions.

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To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

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