

GRENDENE S.A.

Listed Company - CNPJ Nº. 89.850.341/0001-60 - NIRE Nº. 23300021118-CE

MARKET ANNOUNCEMENT

Grendene S.A. (B3: GRND3) hereby informs its shareholders and the market in general that, pursuant to Art. 21-L, § 2º, CVM Instruction nº 481/2009, as amended, the Company's Ordinary General Meeting is scheduled for April 23, 2018 and that it will adopt the remote voting system.

Sobral, Ceará, January 15, 2018.

Francisco Olinto Velo Schmitt
Investor Relations Officer
Grendene S.A.