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1. General information

Name of company GRENDENE S.A.
Date name was adopted November 26, 1979
Type of entity Listed company
Prior name of company Plásticos Grendene Ltda.
Date of formation February 25, 1971
Tax ID (CNPJ) Number 89.850.341/0001-60
CVM Code 1961-5
Date of Registry with the CVM 26/10/2004
Status of CVM Registry Active
Date of start of situation October 26, 2004
Country of origin Brazil
Country where the securities are maintained in custody Brazil

Foreign countries in which the securities are admitted for trading

Country	Date of admission
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Sector (Activity) Textiles and Apparel
Scope of the activity Manufacture of footwear
Issue Category Category A
Data of registry in that category January 1, 2010
Situation Operational
Date of start of situation October 26, 2004
Type of stockholding control Private, holding company
Date of latest change in stockholding control
Date of latest change in business year
End of business year December 31

Web page <http://www.grendene.com.br>

Places in which the Issuer publishes its information

Name	State
Diário Oficial do Estado	Ceará
O Povo	Ceará
Valor Econômico	São Paulo
http://www.valor.com.br/valor-ri	BR

2. Address

Address for correspondence

Avenida Pedro Grendene 131, Volta Grande, 95180 Farroupilha, RS, Brazil
Tel.: (+55-54) 2109 9000, Fax (+55-54) 2109 9988, E-mail dri@grendene.com.br

Head Office

Avenida Pimentel Gomes 214, Expectativa, 62040-125 Sobral, CE, Brazil
Tel.: (+51-88) 3613 1001, Fax (+51-88) 3613 1002, E-mail dri@grendene.com.br

3. Securities

Shares

Market type	Listing entity	Trading		Trading segment	Listing	
		Start	End		Start	End
Equities	BM&FBOVESPA	Oct. 29, 2004		<i>Novo Mercado</i>	Oct. 29, 2004	

4. Auditor

Does the company have an auditor? YES

CVM Code 287-9

Type of auditor Brazilian

Full name Pricewaterhousecoopers Auditores Independentes

CPF/CNPJ 61.562.112/0006-35

Providing services since January 1, 2012

Person technically responsible	Providing services since	CPF
Emerson Lima de Macedo	January 1, 2012	497.470.295-53

5. Share bookkeeping institution

Does the Company have a bookkeeping institution?

YES

Full name

Itaú Corretora de Valores S.A.

CNPJ

61.194.353/0001-64

Providing services since

February 2, 2009

Service address

Avenida Brigadeiro Faria Lima 3400, Itaim, 04538-133 São Paulo, SP, Brazil
Tel.: (55-11) 5029 7780, Fax (55-11) 5029 7780,
E-mail: investfone.investimento@itau-unibanco.com.br

6. Investor Relations Officer or persons with similar responsibility

Name	Francisco Olinto Velo Schmitt Investor Relations Officer
CPF/CNPJ	263.637.980-00
Address for correspondence	Avenida Pedro Grendene 131, Volta Grande, 95180-000 Farroupilha, RS, Brazil Tel.: (+55-54) 2109 9000, Fax (55-54) 2109 9988 E-mail dri@grendene.com.br
Assumed position on	September 17, 2007
Left position on	

7. Stockholders' Services Department

CONTACT **Francisco Olinto Velo Schmitt**

Assumed position on **October 29, 2004**

Left position on

Address for correspondence Avenida Pedro Grendene, 131, Volta Grande, 95180-000, Farroupilha, RS, Brazil
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