



Corporate Action Announcement

Citibank, N.A., acting as sponsored depository bank, announces the following:

Date: December 28, 2012 **Status:** Final

Announcement For: [Termination – Cash Disbursement](#)

Company Name: [Redecard S.A.](#)

Security Information	Rule 144 A	Reg S
Company:	Redecard S.A.	Redecard S.A.
Ticker Symbol:	RDCRL	1027153ZLI
CUSIP:	75734J103	75734J202
Country:	Brazil	Brazil
Exchange:	OTC	OTC
Ratio (ADR:ORD):	1:2	1:2
Ordinary Ticker	RDCD3 BZ	RDCD3 BZ
DTC Eligible:	Yes	Yes
Ordinary ISIN:	BRRDCDACNOR3	BRRDCDACNOR3
DR ISIN:	US75734J1034	US75734J2024
Custodian:	Citibank Brazil	Citibank Brazil

Announcement

Redecard S.A. instructed Citibank to terminate their Regulation S and Rule 144 A GDR programs. The Company informed the Depository that, as a result of the successful completion of a public tender offer for the Shares, the Company planned to delist the Shares and to cancel its registration as a public company with the Brazilian Securities and Exchange Commission (CVM).

continued



As a result of the termination, GDS holders were given until the Termination Date to surrender their GDSs in exchange for Shares of the Company.

The effective date of the termination was November 2, 2012.

Following the termination date, the Depositary sold the Deposited Securities in accordance with the procedure for the sale of the remaining shares of Redecard S.A. as outlined on the Company's website, (www.redecard.com.br/ri), whereby Itaú Unibanco Holdings S.A., through its affiliate Banestado Participações, Administração e Serviços Ltda., purchased the remaining Shares after the Termination Date.

GDR holders are now entitled to receive the cash consideration upon the surrender of their GDSs. The effective date for the cash distribution is December 28, 2012.

THE CASH DISTRIBUTION RATE IS:

Gross Rate: \$34.1785

Fee: \$ 0.05

Net Rate: \$34.1285

Shareholder Services

Questions may be directed to Shareholder Services toll free at 1-877-248-4237.

For further information on Citi Depositary Receipt Services, visit www.citi.com/dr.