

**INDÚSTRIAS ROMI S.A.
A PUBLICLY HELD COMPANY**

CNPJ Nº 56.720.428/0001-63
NIRE 35.300.036.751
BOVESPA: ROMI3

MATERIAL FACT

Share Repurchase Program

Indústrias Romi S.A. ("Romi" or "Company") announces to its shareholders and the market in general, in accordance to Instruction no. 358/02 of the Brazilian Securities and Exchange Commission (CVM) and to the paragraph 4, article 157 of the Act no. 6.404/76, that on a meeting held on July 29th, 2014 its Board of Directors approved a repurchase program of its shares ("Program"), which will be kept in Company's treasury and later on may be cancelled without stock capital reduction or resold to the public, in accordance to its Bylaws, to CVM instructions no. 10/80 as amended, and other applicable legal provisions.

According to the Program, share repurchase will begin on 07/29/2014 ending on 07/29/2015 (365 days), and will be carried on at the Bolsa de Valores, Mercadorias e Futuros – BM&FBOVESPA at market prices by the brokerage firm Santander CCVM S.A., with address at Av. Presidente Juscelino Kubistchek, 2.235 – 24th floor, São Paulo-SP, Brazil, CEP 04543-011.

Up to 3,000,000 shares will be repurchased under the Program, representing 7.95% of Company's free float, which on this date amounts 37,750,507 shares.

With the Program, the Company intends to generate shareholder value by utilizing efficiently its capital structure.

Santa Bárbara d'Oeste, July 29th, 2014

Fábio Barbanti Taiar
Investor Relations Officer