

UNICASA INDÚSTRIA DE MOVÉIS S.A.

Publicly Held Company

Company Registry (NIRE): 43.300.044.513

Corporate Taxpayer ID (CNPJ/MF): 90.441.460/0001-48

MATERIAL FACT – TERMINATION OF COMMERCIAL RELATIONSHIP

Bento Gonçalves, RS, November 28, 2014 – Unicasa Indústria de Móveis S.A. (BM&FBOVESPA: UCAS3, Bloomberg: UCAS3:BZ, Reuters: UCAS3.SA), one of the leading companies in Brazil's custom-made furniture industry and the only Brazilian publicly held company in the sector, in accordance with CVM Instruction 358/02 and Article 157, Paragraph 4 of Federal Law 6.404/76, both as amended, announces to its shareholders and the general market that, in a meeting with the Executive Board held on the date hereof, it decided, due to commercial, strategic, operational and marketing reasons, to terminate its commercial relationship with one of the largest retail chains operating in São Paulo with which it maintained a contract for over 15 years.

The Company estimates the impacts from this termination on its income net of tax at approximately R\$12 million, due to the provisioning of amounts for the delivery of products related to orders made by consumers that are pending and will be honored by the Company, in accordance with the mutual rescission agreement entered into with the retailer. The cash expenditures for honoring this agreement will be made in accordance with the merchandise delivery period.

Despite the negative short-term impact, the Executive Board believes that the termination adequately resolves the matter and expects to improve the Company's brand visibility and customer service by accrediting a new reseller in the region, which will provide it with benefits in the medium and long term.

The Investor Relations Department of the Company is available to shareholders for any clarifications that may be necessary.

Frank Zietolie

Chief Executive Officer and Investor Relations Officer

About Unicasa: Unicasa Indústria de Móveis S.A. (BM&FBOVESPA: UCAS3, Bloomberg: UCAS3:BZ, Reuters: UCAS3.SA) is one of the leading companies in Brazil's custom-made furniture industry and the only Brazilian publicly held company in the sector. The Company operates through five brands - Dell Anno, Favorita, New, Casa Brasileira and Unicasa Corporate - distributed across 667 exclusive stores in Brazil and 17 other countries. Situated on an area of 50,000 m², with annual production capacity of around 2.2 million modules, its plant is located in Bento Gonçalves in the state of Rio Grande do Sul. For more information, visit our investor relations website: ri.unicasamoveis.com.br.

Investor Relations

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