



**FIBRIA CELULOSE S.A.**  
**Publicly-Held Company**  
**CNPJ/MF No. 60.643.228/0001-21**  
**NIRE 35.300.022.807**

**MATERIAL FACT**

**FIBRIA CELULOSE S.A.** (“Fibria” or “Company”) (BM&FBOVESPA: FIBR3 | NYSE: FBR), pursuant to article 157, 4th paragraph of Law No. 6.404/76 and CVM Instruction No. 358/2002, announces that as of this date Mr. João Adalberto Elek Junior left the positions of Company’s Chief Financial and Investors Relations Officer. Today, the Company’s Board of Directors appointed Mr. Guilherme Perboyre Cavalcanti as Company’s Officer, without specific designation, to act as the Company’s Chief Financial and Investors Relations Officer, effective as of February 1st, 2012, being responsible for the Controlling, Investors Relations, Information Technology and Treasury Departments.

Mr. João Adalberto Elek Junior is leaving this position after having played an important role in the Company’s financial strategy. The Company’s management is grateful to Mr. João Adalberto Elek Junior for the duties executed up to this date.

São Paulo, January 30th, 2012.

**FIBRIA CELULOSE S.A.**  
**José Luciano Duarte Penido**  
**Board of Directors Chairman**