



FIBRIA CELULOSE S.A.

CNPJ/MF N.º 60.643.228/0001-21

NIRE 35.300.022.807

(a publicly held company)

MATERIAL EVENT NOTICE

In attendance of the provisions of Law No. 6.404/76 and CVM Instruction No. 358/02, the administrators of Fibria Celulose S.A. (the "Company") report to the market that, on this date, João Adalberto Elek Junior was appointed as Company's Officer without specific designation, exercising the functions, as of this date, of Investor Relations, Control and Management of Risks and Finances of the Company, which functions in the interim were temporarily being exercised by the Company's Chief Executive Officer, Carlos Augusto Lira Aguiar.

São Paulo, August 2, 2010.

Fibria Celulose S.A.
Carlos Augusto Lira Aguiar
Investor Relations Officer