

BANK BRADESCO  
Form 6-K  
April 18, 2012

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

---

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE  
SECURITIES EXCHANGE ACT OF 1934**

**For the month of April, 2012  
Commission File Number 1-15250**

---

**BANCO BRADESCO S.A.**  
(Exact name of registrant as specified in its charter)

**BANK BRADESCO**  
(Translation of Registrant's name into English)

**Cidade de Deus, s/n, Vila Yara  
06029-900 - Osasco - SP  
Federative Republic of Brazil  
(Address of principal executive office)**

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.  
Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby  
furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of  
1934.

Yes  No

---

**Notice to the Market**

Banco Bradesco S.A. (Bradesco), continuing the previously disclosed partnership in the credit card area with Banco do Brasil S.A. (BB) and Caixa Econômica Federal that aims to launch Elo Brand, announces that the negotiations with the signature of documents that consolidate the permanence of Caixa Participações (CaixaPar) as shareholders of Elo Serviços S.A. (Elo Serviços) were completed.

Elo Serviços is a private operating company whose functions are the development and management of Elo Brand, whose national market launch occurred on 3.30.2011.

The ownership structure of Elo Serviços has the following composition: Elo Participações S.A. (Elopar) – 66.66% and CaixaPar – 33.34%.

Elopar's partners are Bradesco – 50.01% and BB – 49.99%.

Cidade de Deus, Osasco, SP, April 17, 2012.

Sincerely,

Banco Bradesco S.A.

***Luiz Carlos Angelotti***  
***Executive Managing Officer and***  
***Investor Relations Officer***

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: April 18, 2012

BANCO BRADESCO S.A.

By:

/S/ Luiz Carlos Angelotti

---

**Luiz Carlos Angelotti**  
**Executive Managing Officer and**  
**Investor Relations Officer**

## FORWARD-LOOKING STATEMENTS

This press release may contain forward-looking statements. These statements are statements that are not historical facts, and are based on management's current view and estimates of future economic circumstances, industry conditions, company performance and financial results. The words "anticipates", "believes", "estimates", "expects", "plans" and similar expressions, as they relate to the company, are intended to identify forward-looking statements. Statements regarding the declaration or payment of dividends, the implementation of principal operating and financing strategies and capital expenditure plans, the direction of future operations and the factors or trends affecting financial condition, liquidity or results of operations are examples of forward-looking statements. Such statements reflect the current views of management and are subject to a number of risks and uncertainties. There is no guarantee that the expected events, trends or results will actually occur. The statements are based on many assumptions and factors, including general economic and market conditions, industry conditions, and operating factors. Any changes in such assumptions or factors could cause actual results to differ materially from current expectations.

---