

BANK BRADESCO  
Form 6-K  
July 06, 2009

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

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**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 July, 2009**

**Commission File Number 1-15250**

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**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

**Bradesco**

Publicly-held Company  
Corporate Taxpayer's ID (CNPJ) # 60.746.948/0001 -12

**Notice to the Market**

**Bradesco announces reclassifications on its Accounting and Managerial Statements of Income**

By means of this press release, Banco Bradesco (BOVESPA: BBDC3, BBDC4; NYSE: BBD and Latibex: XBBDC) announces to its shareholders, clients and the market that, in continuing the process of improving its accounting and managerial statements of income, it has reclassified some lines in order to: (i) improve readability and analysis in relation to financial information, (ii) increase information disclosure and (iii) obtain a better market comparability.

1) Reclassifications on the **Accounting Statement of Income** :

1.1) Cost of Products Sold (Scopus, CPM and Visanet):

| <b>Previous Classification</b> | <b>Current Classification</b>              |
|--------------------------------|--|
| Other Operating Expenses       | Personnel, Administrative and Tax Expenses |

1.2) Income and Expenses with Interbank Fees (Reimbursed from Operating Expenses):

| <b>Previous Classification</b>                             | <b>Current Classification</b>       |
|--|-------------------------------------|
| Fee and Commission Income<br>Other Administrative Expenses | Other Operating Income and Expenses |

2) Reclassifications on the **Managerial Statement of Income** :

2.1) Expenses with Commission in the Placement of Financing and Loans (BMC and Finasa):

| <b>Previous Classification</b> | <b>Current Classification</b>                     |
|--------------------------------|---|
| Other Operating Expenses       | Financial Margin<br>(Income from Loan Operations) |

2.2) Insurance Group Financial Income and Expenses:

**Previous Classification**

Other Operating Expenses and Revenues

**Current Classification**

Financial Margin  
(Financial Income from Insurance)

2.3) Financial Income and Expenses:

**Previous Classification**

Other Operating Expenses and Revenues

**Current Classification**

Financial Margin (Income from Loan and  
Securities Operations)

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2.4) Expenses with Discounts Granted:

| <b>Previous Classification</b> | <b>Current Classification</b>                 |
|--------------------------------|---|
| Other Operating Expenses       | Expenses with Allowance for Doubtful Accounts |

2.5) Loss in the sale of Foreclosed Assets - BNDU:

| <b>Previous Classification</b> | <b>Current Classification</b>                 |
|--------------------------------|---|
| Non-Operating Income           | Expenses with Allowance for Doubtful Accounts |

2.6) Credit Recovery:

| <b>Previous Classification</b> | <b>Current Classification</b>                 |
|--------------------------------|---|
| Financial Margin               | Expenses with Allowance for Doubtful Accounts |

2.7) Third-Party Services <sup>(1)</sup>:

| <b>Previous Classification</b> | <b>Current Classification</b> |
|--------------------------------|-------------------------------|
| Other Administrative Expenses  | Fee and Commission Income     |

<sup>(1)</sup> Expenses with Third-Parties that have related fee and commission income.

2.8) Income/Expenses from Commissions and Card Issue Fees, Insurance Premium Commissions, Income from Policy Issues and Expenses with Operating Niches:

| <b>Previous Classification</b>        | <b>Current Classification</b> |
|---------------------------------------|-------------------------------|
| Other Operating Expenses and Revenues | Fee and Commission Income     |

2.9) Leasing Operation Write-Offs:

**Previous Classification**

Financial Margin  
Leasing Operations Income

**Current Classification**

Expenses with Allowance for Doubtful  
Accounts

2.10) Expenses from Operations Exchange with Credit Cards:

**Previous Classification**

Other Operating Expenses

**Current Classification**

Other Administrative Expenses

Below is a summary of the Managerial Income Statement incorporating the reclassifications mentioned in items 1 and 2:

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## MANAGERIAL STATEMENT OF INCOME COMPARISON

| R\$ million  | 1 <sup>st</sup> quarter 2009                       |                   |   |
|--|--|-------------------|---|
|  | Statement of<br>Income Before<br>Reclassifications | Reclassifications | Statement of<br>Income After<br>Reclassifications |
| <b>Financial Margin</b>  | <b>7,661</b>                                       | <b>(546)</b>      | <b>7,115</b>                                      |
| Allowance for Doubtful Accounts  | (2,920)  | (19)              | (2,939)   |
| <b>Gross Income from Intermediation</b>  | <b>4,741</b>                                       | <b>(565)</b>      | <b>(4,176)</b>                                    |
| Income from Insurance, Private Pension Plans, and<br>Certificated Savings Plans Operations | 537  | -                 | 537   |
| Fees and Commission Income   | 2,837  | (114)             | 2,723   |
| Personnel Expenses   | (1,776)  | (76)              | (1,852)   |
| Other Administrative Expenses  | (2,127)  | (28)              | (2,155)   |
| Tax Expenses   | (585)  | (2)               | (587)   |
| Equity in the Earnings (Losses) of Unconsolidated<br>Companies                             | 6  | -                 | 6   |
| <b>Other Operating Income/Expenses</b>   | <b>(1,262)</b>                                     | <b>674</b>        | <b>(588)</b>                                      |
| Other Operating Income   | 472  | (274)             | 198   |
| Other Operating Expenses   | (1,734)  | 948               | (786)   |
| <b>Operating Income</b>  | <b>2,371</b>                                       | <b>(111)</b>      | <b>2,260</b>                                      |
| Non-Operating Income   | (39)   | 111               | 72  |
| Taxes and Social Contribution and Minority Interest  | (609)  | -                 | (609)   |
| <b>Net Income</b>  | <b>1,723</b>                                       | <b>-</b>          | <b>1,723</b>                                      |

In order to allow income projections and comparisons that incorporate these changes, we have disclosed on our Investor Relations Website [www.bradesco.com.br/ir](http://www.bradesco.com.br/ir) the quarterly Managerial Statements of Income from June 2007 through 1<sup>st</sup> quarter 2009, updated with the new classifications, which will be adopted as of 2<sup>nd</sup> quarter 2009.

Cidade de Deus, Osasco, SP, July 3<sup>rd</sup>, 2009

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