

TELESP CELLULAR HOLDING CO /ADR/

Form 6-K

July 05, 2005

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16 of the
Securities Exchange Act of 1934

For the month of July, 2005

Commission File Number 1-14493

TELESP CELULAR PARTICIPAÇÕES S.A.

(Exact name of registrant as specified in its charter)

Telesp Cellular Holding Company

(Translation of Registrant's name into English)

Av. Roque Petroni Jr., no.1464, 6th floor part, "B"building
04707-000 - São Paulo, 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

TELESP CELULAR PARTICIPAÇÕES S/A

TELE SUDESTE CELULAR PARTICIPAÇÕES S/A

TELE LESTE CELULAR PARTICIPAÇÕES S/A

CELULAR CRT PARTICIPAÇÕES S/A

TELE CENTRO OESTE CELULAR PARTICIPAÇÕES S/A
Announcement to the Market

In addition to the Announcement to the Market released on May 20, 2005 the Management of the Companies that operate under the VIVO brand name, inform hereby that the Board of Directors in a meeting that took place today, appointed Mr. Roberto Oliveira de Lima to replace Mr. Francisco José Azevedo Padinha as CEO.

It is also hereby informed that, Mr. Ernesto Gardellano was indicated to substitute Mr. Arcádio Luis Martinez Garcia as Finance Executive Vice-President, Planning and Control and Investor Relations Director. Until Mr. Ernesto Gardellano's visa and work permission are ready, the present Vice-President, Mr. Arcadio Luis Martinez García will remain in office.

São Paulo; July 01, 2005.

ARCÁDIO LUIS MARTINEZ GARCIA
Investor Relations Director

SIGNATURE

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: July 05, 2005

TELESP CELLULAR PARTICIPAÇÕES S.A.

By: */s/* Arcadio Luis Martinez
Garcia

Arcadio Luis Martinez
Garcia
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.
