

Vivo Participacoes S.A.  
Form 6-K  
August 19, 2009

---

## 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 August, 2009**

**Commission File Number 1-14493**

---

### **VIVO PARTICIPAÇÕES S.A.**

(Exact name of registrant as specified in its charter)

### **VIVO Holding Company**

(Translation of Registrant's name into English)

**Av. Roque Petroni Jr., no.1464, 6<sup>th</sup> 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

---

### **VIVO PARTICIPAÇÕES S.A.**

Publicly-held Company

CNPJ/MF nº 02.558.074/0001-73 - NIRE 35.3.0015879-2

### **RELEVANT FACT**

The management of Vivo Participações S.A. ("Company") hereby informs to the public, pursuant to and for the purposes of CVM Instruction no. 358/02, that at a meeting of the Board of Directors, held on August 18, 2009, the directors resolved to replace the current Executive Vice-President of Finance, Planning and Control, Mr. Ernesto Gardelliano, who also exercises the duties of Investor Relations Officer, and Mrs. **Cristiane Barretto Sales** has been elected to occupy the referred office and to perform the related duties.

São Paulo, August 18, 2009.

**Roberto Oliveira de Lima**  
Chief Executive Officer  
Vivo Participações S.A.

[www.vivo.com.br/ir](http://www.vivo.com.br/ir)

---

#### 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: August 19, 2009

VIVO PARTICIPAÇÕES S.A.

By:           /s/ Cristiane Barretto Sales          

**Cristiane Barretto Sales**  
**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.

---