



VIVO PARTICIPAÇÕES S.A.

Public Held Company with Authorized Capital
CNPJ MF 02.558.074/0001-73 - NIRE 35.3.001.587-92

TELECOMUNICAÇÕES DE SÃO PAULO S.A. – TELESP

Public Held Company with Authorized Capital
CNPJ MF 02.558.157/0001-62 - NIRE 35.3.001.5881-4

NOTICE TO THE MARKET

Vivo Participações S.A. and Telecomunicações de São Paulo S.A. – Telesp (“Companies”), announce that, as mentioned in section 5 of the Notice of Material Fact disclosed on June 15, 2011, the operation of corporate restructuring described there was submitted to the National Agency for Telecommunications – ANATEL, which granted, in a meeting held on August 4, 2011, prior consent to the operation under the terms of act No. 5.703, of August 16, 2011, which was published in the Newspaper Diário Oficial da União of August 18, 2011.

São Paulo, August 18, 2011.

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