

Vivo Participacoes S.A.  
Form 6-K  
March 28, 2008

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## 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 March, 2008**

**Commission File Number 1-14493**

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### **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

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**VIVO PARTICIPAÇÕES S.A.**  
**PUBLICLY HELD COMPANY**  
CNPJ/MF nº 02.558.074/0001 -73 - NIRE 353001587.9 -2

**PRESS RELEASE**

The management of Vivo Participações S.A. ((NYSE: VIV; BOVESPA: VIVO4.PN) ( Vivo or the Company ) hereby announces that on March 28, 2008, Vivo filed its annual report on Form 20-F for the fiscal year ended December 31, 2007 (the 2007 Annual Report ) with the Securities and Exchange Commission (the SEC ). The 2007 Annual Report can be accessed by visiting either the SEC s website at [www.sec.gov](http://www.sec.gov) or the Company s website at [www.vivo.com.br/ir](http://www.vivo.com.br/ir). In addition, shareholders may receive a hard copy of the Company s complete financial statements free of charge by requesting a copy within a reasonable period of time from Mr. Carlos Raimar Schoeninger in Vivo s Investor Relations Office at +55 (11) 7420-1172 or email: [ir@vivo.com.br](mailto:ir@vivo.com.br)

Any further information or questions regarding the 2007 Annual Report may be obtained by contacting Mr. Schoeninger.

São Paulo, March 28, 2008

**VIVO PARTICIPAÇÕES S.A.**  
Ernesto Gardelliano  
Investor Relations Officer

