

Vivo Participacoes S.A.  
Form 6-K  
December 17, 2010

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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 December, 2010**

**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 - CVM n° 1771-0**

**C.N.P.J. n.º 02.558.074/0001-73 - N.I.R.E. 35.3.001.587.9-2**

### NOTICE TO THE SHAREHOLDERS

We hereby communicate to the shareholders that the Company's Board of Directors has approved the credit of interest on the own capital on December 17th, 2010, in conformity with article 9 of Law 9.249/95 and Resolution n.º 207/96 of the Brazilian Securities and Exchange Commission (CVM), in the total amount of R\$ 220,000,000.00 (R\$ 0.550564188 per common and preferred share), deducted by 15% withholding income tax, resulting in total net interest of R\$ 187,000,000.00 (R\$ 0.467979560 per common and preferred share, except for shareholders proven to be tax-immune or exempted).

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The above referred credit shall be recorded in the Company's accounting books on December 31st, 2010, based on the shareholding position as of December 31st, 2010, that is, the shares shall be traded ex-interest as from January 3rd, 2011. The payment date shall be timely informed by Notice to the Shareholders.

The amount of interest on the own capital, net of withholding income tax, shall be deducted from the amount of the mandatory dividend and of the statutory dividend payable to common and preferred shares for fiscal year 2010, for all effects of the corporate law.

Shareholders that are immune or exempted from payment of income tax, in accordance with the applicable laws, shall be required to prove such status by presenting evidentiary documents, that should be presented until not later than January 07th, 2011, at the Book-Entry Shares Management Department of Banco Bradesco, the book-entry shares depository institution, located at Cidade de Deus - Prédio Amarelo, Osasco - SP - CEP 06029-900.

São Paulo, December 17th, 2010.

Cristiane Barretto Sales  
Investor Relations Officer  
Vivo Participações S.A.

VIVO - Investor Relations  
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Email: ri@vivo.com.br  
Information available from: [www.vivo.com.br/ir](http://www.vivo.com.br/ir)

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**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: December 17, 2010

VIVO PARTICIPAÇÕES S.A.

By:           /s/ Cristiane Barretto Sales          

**Cristiane Barretto Sales**  
**Investor Relations Officer**

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**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,

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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.