

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

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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 October, 2009

Commission File Number: 333-09470

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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. Doutor Chucri Zaidan, 860  
04583-110—São Paulo, SP, Brazil  
(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form X    Form  
20-F     40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Yes        No    X

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Yes        No    X

Indicate by check mark whether by furnishing the information contained in this Form, the Registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934:

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Yes      No    X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): N/A

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VIVO PARTICIPAÇÕES S.A.

TABLE OF CONTENTS

Item

1. Call Notice for Extraordinary General Shareholders' Meeting of Vivo Participações S.A. to be held on November 3, 2009
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Item 1.

VIVO PARTICIPAÇÕES S.A.  
CNPJ/MF nº 02.558.074/0001-73 - NIRE 35.3.001.587.9-2  
Publicly-held company with authorized capital

Extraordinary General Shareholders' Meeting  
Call Notice

The shareholders are hereby summoned to attend to the Extraordinary General Shareholders' Meeting of the Company to be held at 2 p.m. on November 3, 2009, at the Company's headquarters, located at Av. Roque Petroni Junior, 1464, ground-floor, Auditorium, Morumbi, in City of São Paulo, State of São Paulo, in accordance with the Notice of Material Fact published on October 13, 2009 ("Notice of Material Fact"), in order to resolve the following items on the agenda:

- (a) analyze and complete the procedure set forth in the Protocol and Instrument of Justification of the Merger of Telemig Celular Participações S.A. into Vivo Participações S.A. ("Protocol") executed by and among the management of Vivo Participações S.A. (the "Company") and of Telemig Celular Participações S.A. ("TCP");
  - (b) to acknowledge and ratify the retention made by the Managers of the Company and of TCP, of the independent company Ernst & Young Auditores Independentes SS., responsible for the accounting valuation report of the net worth of TCP that is to be transferred to the Company;
  - (c) to analyze and approve the appraisal report referred in item (b) above;
  - (d) to analyze and approve the merger of TCP into the Company and the implementation of such merger;
  - (e) to analyze and approve the creation of the new office of Resources Vice-President, and the consequent amendment to the caput of Article 20 and the inclusion of item VII in Article 23 of the Company's Bylaws; and
  - (f) to restate the Bylaws of the Company.
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GENERAL INSTRUCTIONS

- a) the powers of attorney granted for representation of the shareholders of the Company who wish to take part in the General Meeting shall be deposited at the Company's headquarters, located at Av. Roque Petroni Junior, 1464, 3rd floor, B side, Corporate Matters Division, up to 48 hours before the Shareholders' Meeting takes place;
- (b) the shareholders that are part of the Fungible Custody of Registered Shares of the Stock Exchange and that intend to attend this meeting shall deliver a statement containing its corresponding equity interest, dated up to 48 hours before the meeting takes place; and
- (c) the documents and proposals related to the agenda of the General Meeting called hereby are available to the shareholders in the address mentioned in item "a" and are also available on the Investor's Relation website and the BM&FBOVESPA website.

São Paulo/SP, October 16th, 2009.

Luis Miguel Gilpérez López  
President of the Board of Directors

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SIGNATURES

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.

VIVO PARTICIPAÇÕES S.A.

Date: October 19, 2009

By: /s/ Cristiane Barretto Sales  
Name: Cristiane Barretto Sales  
Title: Investor Relations Officer