

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

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

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, 6th 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 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 or the Company s website at 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

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

