

CPFL Energy INC
Form 6-K
July 22, 2011

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13A-16 OR 15D-16 UNDER THE
SECURITIES EXCHANGE ACT OF 1934**

For the month of July, 2011

Commission File Number 32297

CPFL Energy Incorporated
(Translation of Registrant's name into English)

**Rua Gomes de Carvalho, 1510, 14º andar, cj 1402
CEP 04547-005 - Vila Olímpia, 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 if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule
101(b)(1):

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):

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

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

CPFL ENERGIA S.A.

A Publicly-Held Company

Corporate Taxpayers' ID (CNPJ/MF) 02.429.144/0001-93

Corporate Registry (NIRE) 35.300.186.133

NOTICE TO SHAREHOLDERS

CPFL ENERGIA S.A. ("Company") is hereby reporting to the market and its shareholders in relation to the Company's reverse split and stock split operation approved by the General and Extraordinary Shareholders Meeting on April 28, 2011, in the proportion of 10 (ten) to 1 (one) with the simultaneous split of each share grouped in the proportion of 1 (one) to 20 (twenty), that:

- the period for shareholders at their free and exclusive discretion to adjust their respective positions, by type, in multiple lots of 10 (ten) shares, ended on June 28, 2011;
- the fractions of the shares of shareholders who chose not to adjust their positions were separated, grouped in whole number lots that represented, at the end, a total of 335,220 (three hundred and thirty five thousand, two hundred and twenty) common shares issued by the Company (the "Shares"). The Shares shall be sold in successive auctions to be conducted at the BM&FBovespa S.A. – Bolsa de Valores, Mercadorias e Futuros, beginning as of August 5, 2011, until the full sale of the entire lot, and the effect of net amounts obtained will be placed, at a future date, to be disclosed later, at the disposal of the entitled shareholders whose registries have been updated and have a checking account identified at a financial institution for receipt of income.

The value corresponding to the shares deposited with the Central Depository of Assets of the BM&FBovespa will be credited directly, and the Central Depository of Assets of the BM&FBovespa shall be responsible for transferring it to the respective shareholders through their Custodial Agents.

For registered shareholders who have not identified a current account at a financial institution for receipt of income, who have not updated their registration or whose shares are blocked, the amount shall be retained by the Company. For the release of this amount on their behalf, the shareholder must appear as of a date that will be announced later at a branch of Banco do Brasil of his/her choosing, in possession of documents proving ownership and/or release of the shares, as appropriate.

São Paulo, July 21, 2011.

CPFL ENERGIA S.A.

LORIVAL NOGUEIRA LUZ JUNIOR

Chief Financial and Investor Relations Officer

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.

Date: July 21, 2011

CPFL ENERGIA S.A.

By:

/s/ LORIVAL NOGUEIRA LUZ JUNIOR

Name: Lorival Nogueira Luz Junior

Title: Chief Financial Officer and Head of Investor Relations

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, 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.
