

TELESP HOLDING CO
Form 6-K
October 07, 2009

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign 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: 001-14475

TELESP HOLDING COMPANY

(Translation of registrant's name into English)

Rua Martiniano de Carvalho, 851 21andar
São Paulo, S.P.
Federative Republic of 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:

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 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:

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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1. Press Release entitled *Telecomunicações de São Paulo S.A. Telesp Announcement* dated on October 7, 2009.
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For further information, please contact:

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(São Paulo, Brazil October 07, 2009) Telecomunicações de São Paulo S.A. TELESP (NYSE: TSP; BOVESPA: TLPP) announces that will hold a conference call with analysts today (October 07, 2009) to announce Public Tender Offer for GVT (Holding) S.A. (GVT) Shares.

English call will be held at:

1:00 pm (New York Time)

2:00 pm (São Paulo Time)

7:00 pm (Spain Time)

Portuguese call will be held at:

2:00 pm (New York Time)

3:00 pm (São Paulo Time)

8:00 pm (Spain Time)

Dial-in for investors:

U.S.A: +1-866-357-3441

International: +1-205-714-3031

Conference call playback numbers:

U.S.A: +1- 866-441-9806

International: +1- 585-419-6441

Pin number for replay: # 5207

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Please call 15 minutes prior to the conference start time.

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.

TELESP HOLDING COMPANY

Date: October 7, 2009

By:

/s/ Norair Ferreira do Carmo

Name: Norair Ferreira do Carmo

Title: Investor Relations Director
