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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

TELEFÔNICA BRASIL S.A.

PUBLICLY-HELD COMPANY

CNPJ/MF nº 02.558.157/0001-62 – NIRE 35.3.0015881-4

NOTICE TO THE MARKET

Telefônica Brasil S.A. (“Company”) announces to its shareholders and to the market in general that the Board of Directors, in a meeting held in this date, appointed Mr. David Melcon Sanchez-Friera to fill the position of Chief Financial Officer, Investor Relations and Corporate Resources Officer, in substitution to Mr. Alberto Manuel Horcajo Aguirre.

The effective election and investiture of the indicated in the respective position will happen in due course, after the authorization to be issued by the Ministry of Labor and Employment. Mr. Alberto Manuel Horcajo Aguirre will remain in the position of Chief Financial Officer, Investor Relations and Corporate Resources until the investiture of Mr. David Melcon Sanchez-Friera.

Therefore, at this moment the Executive Board of the Company remains composed by Messrs. Amos Genish, Chief Executive Officer, Alberto Manuel Horcajo Aguirre, Chief Financial Officer, Investor Relations and Corporate Resources and Breno Rodrigo Pacheco de Oliveira, General Secretary and Legal Officer.

São Paulo, February 8, 2016.

Alberto Manuel Horcajo Aguirre
Investor Relations Officer

Telefônica Brasil – Investor Relations

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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.

		TELEFÔNICA BRASIL S.A.	
Date:	February 8, 2016	By:	/s/ Luis Carlos da Costa Plaster
		Name:	Luis Carlos da Costa Plaster
		Title:	Investor Relations Director
