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TELEFONICA BRASIL S.A.  
Form IRANNOTICE  
March 20, 2013

Telefônica Brasil S.A.  
Avenida Engenheiro Luis Carlos Berrini, 1376, 32nd Floor  
04571-936 São Paulo – SP  
Brazil

March 20, 2013

United States Securities and Exchange Commission  
100 F Street, N.E.  
Washington, DC 20549

Re: Notice of disclosure filed in Annual Report on Form 20-F under Section 219 of the Iran Threat Reduction and Syria Human Rights Act of 2012 and Section 13(r) of the Exchange Act

Ladies and Gentlemen:

Pursuant to Section 219 of the Iran Threat Reduction and Syria Human Rights Act of 2012 and Section 13(r) of the Securities and Exchange Act of 1934, as amended, notice is hereby provided that Telefônica Brasil S.A. has made disclosure pursuant to such provisions in its Annual Report on Form 20-F for the fiscal year ended December 31, 2012, which was filed with the U.S. Securities and Exchange Commission on March 20, 2013. This disclosure can be found on page 63 of the Annual Report on Form 20-F and is incorporated by reference herein.

Respectfully submitted,

T E L E F Ô N I C A  
BRASIL S.A.

By: / s / P a u l o  
Cesar Pereira  
Teixeira  
Name: Paulo Cesar  
P e r e i r a  
Teixeira  
Title: General and  
Executive  
Officer and as  
interim Chief  
Financial  
Officer,  
Control and  
Investor  
Relations  
Officer