

BRASIL TELECOM HOLDING CO

Form 6-K

September 02, 2008

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

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**FORM 6-K**

**REPORT OF FOREIGN ISSUER**  
**PURSUANT TO RULE 13a-16 OR 15d-16 OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

**THROUGH August 29, 2008**

**(Commission File No. 1-14477)**

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**BRASIL TELECOM PARTICIPAÇÕES S.A.**  
*(Exact name of registrant as specified in its charter)*

**BRAZIL TELECOM HOLDING COMPANY**  
*(Translation of Registrant's name into English)*

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**SIA Sul, Área de Serviços Públicos, Lote D, Bloco B**  
**Brasília, D.F., 71.215-000**  
**Federative Republic of Brazil**  
*(Address of Registrant's principal executive offices)*

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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 ☒

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

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**Investor Relations**

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**Media and Communications**

+55 (61) 3415-1822

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**BRASIL TELECOM S.A.**

Publicly Held Company

Corporate Taxpayer Registration 76.535.764/0001 -43

Board of Trade 53 3 0000622-9

**BRASIL TELECOM PARTICIPAÇÕES S.A.**

Publicly Held Company

Corporate Taxpayer Registration 02.570.688/0001 -70

Board of Trade 53 3 0000581- 8

**NOTICE TO THE MARKET**

**Brasil Telecom Participações S.A. (NYSE: BRP; BOVESPA: BRTP3/BRTP4) and Brasil Telecom S.A. (BOVESPA: BRTO3/BRTO4; NYSE: BTM)** ( Brasil Telecom ) hereby announce that their respective Boards of Directors have approved the creation of a subsidiary in Colombia, which is 100% controlled by *BrTSubsea Cable Systems (Bermuda) Ltd.*, which in turn is a wholly owned subsidiary of *Brasil Telecom Cabos Submarinos Ltda.* ( *Brasil Telecom GlobeNet* ). The creation of this company aims to provide international connection services to Colombian operators, whose main demand is Internet connections.

*Brasil Telecom GlobeNet* operates an advanced, fully redundant, and low-latency submarine fiber-optic network. *Brasil Telecom GlobeNet's* services and network reach are complemented by those of *Brasil Telecom* and *Brasil Telecom Comunicações Multimídia, Ltda* (formerly *Metro Red*, a service provider operating in the metropolitan areas of the Rio de Janeiro-Belo Horizonte-Sao Paulo triangle, the industrial and commercial center of Brazil). Together with its strategic partners, *Brasil Telecom GlobeNet* provides end-to-end solutions between Brazil, Bermuda, USA and Venezuela for carriers and corporate customers in these countries.

Bear in mind that *Brasil Telecom* already operates in Venezuela, the Bermudas and the USA through its *Brasil Telecom GlobeNet* business unit, with the establishment of a company in Colombia representing the natural expansion of its business.

*Brasil Telecom* also informs that it is proceeding with the shareholding restructuring of companies in the Internet group ( *Internet Group* ) by closing down the group's holding companies that were not operational. The focus of the restructuring continues to be cost reduction and improvement in the operating efficiency. The *Internet Group*, Brasil Telecom's Internet unit, which comprises the operations of iG, iBest and BrTurbo, is the country's second-largest broadband provider, with 1.3 million clients. *Internet Group* also has 4 million dial-up clients and is the country's third-largest portal in terms of audience, with more than 12.6 million unique residential visitors every month (source: IBOPE, May 2008).

Brasília, August 29, 2008

**Paulo Narcélio Simões Amaral**

Investor Relations Officer  
Brasil Telecom Participações S.A.  
Brasil Telecom S.A.

**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.

Date: August 29, 2008

**BRASIL TELECOM PARTICIPAÇÕES S.A.**

By: /s/ Paulo Narcélio Simões  
Amaral

Name: Paulo Narcélio Simões  
Amaral  
Title: Chief Financial  
Officer

**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.

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