



November 10, 2010

Securities and Exchange Commission
SEC Building
EDSA, Mandaluyong City

Attention: Atty. Justina F. Callangan
Director, Corporation Finance Dept.

Gentlemen:

In compliance with Section 17.1 (b) of the Securities Regulation Code and SRC Rule 17.1, we submit herewith a copy of SEC Form 17-C with respect to certain discloseable events/information.

Thank you.

Very truly yours,

PHILIPPINE LONG DISTANCE TELEPHONE COMPANY

A handwritten signature in black ink, appearing to read "Ma. Lourdes C. Rausa-Chan".

MA. LOURDES C. RAUSA-CHAN
Corporate Secretary

COVER SHEET

P	W	-	5	5
SEC Registration No.				

P	H	I	L	I	P	P	I	N	E		L	O	N	G		D	I	S	T	A	N	C	E
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(Company's Full Name)

R	A	M	O	N		C	O	J	U	A	N	G	C	O		B	U	I	L	D	I	N	G
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M	A	K	A	T	I		A	V	E		M	A	K	A	T	I		C	I	T	Y		
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(Business Address: No. Street/City/Town/Province)

ATTY. MA. LOURDES C. RAUSA-CHAN									
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Contact person

816-8405				
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Contact Telephone No.

1	2	3	1
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Month Day
Fiscal Year

SEC FORM 17-C									
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FORM TYPE

0	6	Every 2 nd		
		Tuesday		

Month Day
Annual Meeting

C	F	D
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Dept. Requiring this Doc.

N/A				
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Amended Articles
Number/Section

Total Amount of Borrowings

2,182,513				
As of September 30, 2010				

Total No. of Stockholders

NA				
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Domestic

NA				
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Foreign

To be accomplished by SEC Personnel concerned

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File Number

LCU

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Document I.D.

Cashier

STAMPS									
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SECURITIES AND EXCHANGE COMMISSION

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.1

1. November 10, 2010
Date of Report (Date of earliest event reported)
 2. SEC Identification Number PW-55
 3. BIR Tax Identification No. 000-488-793
 4. PHILIPPINE LONG DISTANCE TELEPHONE COMPANY
Exact name of issuer as specified in its charter
 5. PHILIPPINES
Province, country or other jurisdiction
of Incorporation
 6. _____ (SEC Use Only)
Industry Classification Code
 7. Ramon Cojuangco Building, Makati Avenue, Makati City
Address of principal office
 - 1200
Postal Code
 8. (632) 816-8405
Issuer's telephone number, including area code
 9. Not Applicable
Former name or former address, if changed since last report
 10. Securities registered pursuant to Sections 8 and 12 of the Securities Regulation Code and Sections 4 and 8 of the Revised Securities Act
- | Title of Each Class | Number of Shares of Common Stock
Outstanding and Amount of Debt Outstanding |
|---------------------|--|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

11. Other Events

Attached hereto is a copy of our letter to the Philippine Stock Exchange dated November 10, 2010 regarding the acquisition of PLDT common shares by the Company pursuant to its Share Buyback Program that was approved by the Board of Directors of the Company on August 5, 2008 and December 9, 2008.

Pursuant to the requirements of the Securities Regulation Code, the Company has duly caused this Report to be signed on its behalf by the undersigned hereunto duly authorized.

PHILIPPINE LONG DISTANCE
TELEPHONE COMPANY

By:



MA. LOURDES C. RAUSA-CHAN
Corporate Secretary

November 10, 2010



November 10, 2010

Philippine Stock Exchange
Disclosure Department
3rd Floor, Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention : Ms. Janet A. Encarnacion
Head – Disclosure Dept.

Gentlemen:

Pursuant to Section 9 of the Revised Disclosure Rules as well as the letters of the Exchange dated January 29, 2008 and February 29, 2008, we report hereunder shares of PLDT Common Stock acquired by the Company on November 10, 2010 pursuant to the Share Buyback Program approved by the Board of Directors on August 5, 2008 and December 9, 2008.

Date of Transaction	Number of Shares	Price Per Share	Treasury Shares To date
Nov. 10, 2010	3,400	P2,414.00	2,706,356
- do -	6,085	P2,416.00	2,712,441
- do -	4,020	P2,418.00	2,716,461
- do -	2,100	P2,424.00	2,718,561
- do -	1,585	P2,426.00	2,720,146
- do -	1,250	P2,428.00	2,721,396
- do -	875	P2,430.00	2,722,271
- do -	500	P2,436.00	2,722,771
- do -	1,340	P2,438.00	2,724,111

NOTE: The column marked "Outstanding Shares After Transaction" was deleted because the outstanding common shares available from our transfer agent in computing the Outstanding Shares After Transaction is only as of 3 trading days prior to the transaction date.

Thank you.

Very truly yours,

PHILIPPINE LONG DISTANCE TELEPHONE COMPANY

MA. LOURDES C. RAUSA-CHAN
Corporate Secretary