



July 29, 2010

The Philippine Stock Exchange  
Disclosure Department  
4<sup>th</sup> Floor PSE Centre  
Exchange Road, Ortigas Center  
Pasig City

Attention: Ms. Janet A. Encarnacion  
Head, Disclosure Department

Ladies and Gentlemen:

In compliance with Section 17.1(b) and Section 17.3 of the Securities Regulation Code, we submit herewith a copy of SEC Form 17-C with a copy of a press release attached thereto entitled "FinanceAsia poll ranks PLDT no. 1 in investor relations and dividend policy".

Respectfully yours,

A handwritten signature in black ink, appearing to read "L. Rausa-Chan", is written above the typed name.

MA. LOURDES C. RAUSA-CHAN  
Corporate Secretary

MLCRC:amq  
Encs.

**SECURITIES AND EXCHANGE COMMISSION**

**SEC FORM 17-C**

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

1. July 29, 2010  
(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 registrant as specified in its charter
5. PHILIPPINES  
Province, country or other jurisdiction  
of Incorporation
6. \_\_\_\_\_ (SEC Use Only)  
Industry Classification Code
7. 9<sup>th</sup> Floor MGO Building  
Legaspi corner dela Rosa Streets, Makati City  
Address of principal office
- 1200  
Postal Code
8. (632) 816-8553  
*Registrant'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 SRC  

Title of Each Class	Number of Shares of Common Stock Licensed and Amount of Debt Outstanding
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11. Item 9 – Other Events

Attached hereto is a press release entitled "FinanceAsia poll ranks PLDT no. 1 in investor relations and dividend policy".

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereto duly authorized.

PHILIPPINE LONG DISTANCE  
TELEPHONE COMPANY

  
MA. LOURDES C. RAUSA-CHAN  
Corporate Secretary

Date: July 29, 2010



## FinanceAsia poll ranks PLDT no. 1 in investor relations and dividend policy

**MANILA, Philippines, July 29, 2010** – Investors and analysts have chosen the Philippine Long Distance Telephone Company as “Best in Investor Relations” and “Most Committed to Strong Dividend Policy” in an annual survey conducted by *FinanceAsia* magazine, one of the leading finance publications in Asia.

This is the second consecutive year where PLDT topped the said categories.

FinanceAsia gathered more than 330 responses from carefully selected regional investors and analysts to come up with its Asia’s Best Companies poll.

“We are pleased to note that the investment community has recognized our initiatives in investor relations,” said PLDT Chairman Manuel V. Pangilinan.

“We value our investors and have given priority to keeping our lines of communication with them open. We are committed to ensuring that our investors have access to updates on PLDT, not only during good times, but more importantly, during challenging times,” he added.

PLDT President and CEO Napoleon L. Nazareno said the dividend policy of PLDT further reflects PLDT’s commitment to its shareholders.

“For three years in a row starting 2007, PLDT has paid a 30% special dividend on top of the 70% regular dividend. This reflects PLDT’s strong earnings and cashflow position,” said Nazareno.

PLDT also received citations in overall management, corporate social responsibility and corporate governance in the survey.

Shown here during the awarding rites in Manila sponsored by ATR Kim Eng are, from left: ATR Kim Eng Financial Corp. President and CEO Manuel Tordesillas, PLDT Senior Vice President and Treasurer Anabelle Lim-Chua, Chairman of ATR King Eng Financial Corp. Chairman Ramon Arnaiz, PLDT Vice President and Investor Relations Head Melissa Vergel de Dios, and ATR Kim Eng Securities President Lorenzo Roxas.

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#### **About PLDT**

PLDT is the leading telecommunications service provider in the Philippines. Through its three principal business groups – wireless, fixed line, and information and communications technology – PLDT offers the largest and most diversified range of telecommunications services across the Philippines’ most extensive fiber optic backbone and wireless, fixed line and satellite networks.

PLDT is listed on the Philippine Stock Exchange (PSE:TEL) and its American Depositary Shares are listed on the New York Stock Exchange (NYSE:PHI). PLDT has one of the largest market capitalizations among Philippine-listed companies.

Further information can be obtained by visiting the web at [www.pldt.com.ph](http://www.pldt.com.ph).

#### **Contact person:**

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