



September 28, 2010

New York Stock Exchange  
New York, NY, USA

Gentlemen:

In accordance with the stock exchange rules and practice, enclosed are copies of the disclosure letters that we filed today with the Securities and Exchange Commission and the Philippine Stock Exchange regarding the following matters:

1. Confirmation of appointment of new Human Resources Group Head;
2. Appointment of a new member of the Audit Committee; and
3. Cash dividend declaration on the Company's Series C, D, J, T and X 10% Cumulative Convertible Preferred Stock.

Very truly yours,

**PHILIPPINE LONG DISTANCE TELEPHONE COMPANY**

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

**MA. LOURDES C. RAUSA-CHAN**  
Corporate Secretary



September 28, 2010

Philippine Stock Exchange  
3/F Philippine Stock Exchange Plaza  
Ayala Triangle, Ayala Avenue  
Makati City

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

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 respect to certain discloseable events/information.

This shall also serve as the disclosure letter for the purpose of complying with PSE Revised Disclosure Rules.

Respectfully yours,

A handwritten signature in black ink, appearing to read "Ma. Lourdes C. Rausa-Chan", written over a horizontal line.

**MA. LOURDES C. RAUSA-CHAN**  
Corporate Secretary



September 28, 2010

SECURITIES & EXCHANGE COMMISSION  
Corporation Finance Department  
SEC Building, EDSA  
Mandaluyong City

Attention: Director Justina F. Callangan  
Corporation Finance Department

Gentlemen:

In accordance with Section 17.1 (b) of the Securities Regulation Code, we submit herewith two (2) copies of SEC Form 17-C with respect to certain discloseable events/information.

Respectfully yours,

  
**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

TELEPHONE COMPANY

(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

M A K A T I A V E. M A K A T I C I T Y

(Business Address: No. Street/City/Town/Province)

ATTY. MA. LOURDES C. RAUSA-CHAN

Contact person

816-8405

Contact Telephone No.

1 2

Month

3 1

Day

Fiscal Year

SEC FORM 17-C

FORM TYPE

0 6 Every 2<sup>nd</sup> Tuesday

Month

Day

Annual Meeting

C F D

Dept. Requiring this Doc.

N/A

Amended Articles  
Number/Section

2,182,602  
As of August 31, 2010  
Total No. of Stockholders

Total Amount of Borrowings

NA  
Domestic

NA  
Foreign

To be accomplished by SEC Personnel concerned

File Number

File Number

Document I.D.

Document I.D.

STAMPS

STAMPS

LCU

Cashier

Remarks: Please use black ink for scanning purposes

SECURITIES AND EXCHANGE COMMISSION

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

1. September 28, 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
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11. Item 9 (Other Events)

We disclose that at the meeting of the Board of Directors of Philippine Long Distance Telephone Company (respectively, the "Board" and the "Company") held on September 28, 2010:

1. The Board confirmed the appointment of Mr. Menardo G. Jimenez, Jr. as the new Human Resources Group Head of the Company, effective August 1, 2010.
2. Mr. Alfred V. Ty, an independent director of the Company, was appointed member of the Audit Committee effective September 28, 2010. He replaces Mr. Oscar S. Reyes who ceased to be a member of the Audit Committee on August 3, 2010.
3. The Board declared the following cash dividends out of the unaudited unrestricted retained earnings of the Company as at June 30, 2010, which are sufficient to cover the total amount of dividends declared:
  - a. P1.00 per outstanding share of the Company's Series C 10% Cumulative Convertible Preferred Stock, for the annual period ending October 31, 2010, payable on November 30, 2010 to the holders of record on October 28, 2010.
  - b. P1.00 per outstanding share of the Company's Series D 10% Cumulative Convertible Preferred Stock, for the annual period ending October 31, 2010, payable on November 30, 2010 to the holders of record on October 28, 2010.
  - c. P1.00 per outstanding share of the Company's Series J 10% Cumulative Convertible Preferred Stock, for the annual period ending October 31, 2010, payable on November 30, 2010 to the holders of record on October 28, 2010.
  - d. P1.00 per outstanding share of the Company's Series T 10% Cumulative Convertible Preferred Stock, for the annual period ending October 31, 2010, payable on November 30, 2010 to the holders of record on October 28, 2010.
  - e. P1.00 per outstanding share of the Company's Series X 10% Cumulative Convertible Preferred Stock, for the annual period ending October 31, 2010, payable on November 30, 2010 to the holders of record on October 28, 2010.


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 

September 28, 2010