

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

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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 <u>Head, Disclosure Department</u>

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,

The Aans

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.

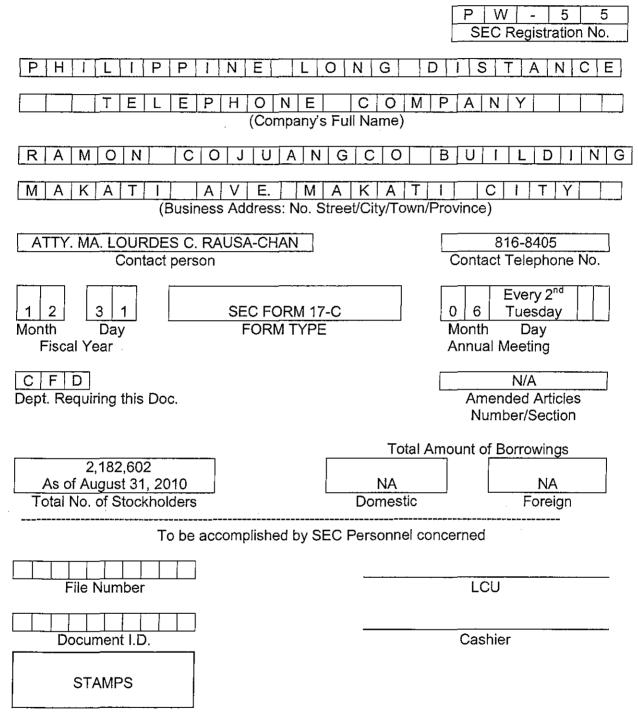
Respectfully yours,

The Aans (

MA. LOURDES C. RAUSA-CHAN Corporate Secretary

General Office P.O. Box 2148 Makati City, Philippines

COVER SHEET



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SECURITIES AND EXCHANGE COMMISSION

OF THE SECURITIES REGULATION CODE AND SRC RULE 17.1

- 1. September 28, 2010 Date of Report (Date of earliest event reported)
- 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 6. (SEC Use Only) Province, country or other jurisdiction of Incorporation
- 7. Ramon Cojuangco Building, Makati Avenue, Makati City 1200 Address of principal office 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 ClassNumber of Shares of Common StockOutstanding and Amount of Debt Outstanding

11. Item 9 (Other Events)

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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:

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MA. LOURDES C. RAUSA-CHAN Corporate Secretary

September 28, 2010