



March 26, 2010

Philippine Stock Exchange  
4/F Philippine Stock Exchange Center  
Exchange Road, Ortigas Center  
Pasig 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 "L. Rausa-Chan".

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



March 26, 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,

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

T E L E P H O N E C O M P A N Y

(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	3	1
Month	Day	Month	Day
Fiscal Year			

SEC FORM 17-C
FORM TYPE

0	6	Every 2 <sup>nd</sup>		
Month	Day	Tuesday		
Annual Meeting				

C	F	D
Dept. Requiring this Doc.		

N/A
Amended Articles Number/Section

2,183,216
As of February 28, 2010
Total No. of Stockholders

Total Amount of Borrowings	
NA	
Domestic	

NA
Foreign

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To be accomplished by SEC Personnel concerned

File Number							

\_\_\_\_\_  
LCU

Document I.D.							

\_\_\_\_\_  
Cashier

STAMPS
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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. March 26, 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 March 26, 2010:

1. The Board approved the promotion of the following persons to the positions indicated opposite their respective names, effective March 26, 2010:

Name	Position
1. Luis Ignacio A. Lopa	From Assistant Vice President/Head, Corporate Marketing Services to Vice President/Head, Corporate Marketing Services
2. Victor Y. Tria	From Assistant Vice President/Head, Corporate Business Solutions to Vice President/Head, Corporate Business Solutions
3. Nestor I. Santos	From Assistant Vice President/Head, Network Operations Control and Assistance to Vice President/Head, Network Operations Control and Assistance
4. Marven S. Jardiel	From Assistant Vice President/Head, Corporate Process Review and Information Management to Vice President/Head, Corporate Process Review and Information Management
5. Alona S. Dingle	From Assistant Vice President/Head, Financial Reporting to Vice President/Head, Financial Reporting
6. Gil Samson D. Garcia	From Assistant Vice President/Head, Revenue & Cash Accounting to Vice President/Head, Revenue & Cash Accounting

2. The Board declared a cash dividend of P1.00 per outstanding share of the Company's Series EE 10% Cumulative Convertible Preferred Stock, for the annual period ending April 30, 2010, payable on May 31, 2010, to the holders of record on April 23, 2010.

The cash dividend was declared out of the audited unrestricted retained earnings of the Company as at December 31, 2009, which are sufficient to cover the total amount of dividend declared.

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

March 26, 2010