



August 31, 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,


FLORENTINO D. MABASA, JR.
Assistant Corporate Secretary



August 31, 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,



FLORENTINO D. MABASA, JR.
Assistant 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
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Month Day
Fiscal Year

SEC FORM 17-C

FORM TYPE

0	6	Every 2 nd	
		Tuesday	

Month Day
Annual Meeting

C | F | D

Dept. Requiring this Doc.

N/A

Amended Articles
Number/Section

2,182,825
As of July 31, 2010

Total No. of Stockholders

Total Amount of Borrowings

NA

Domestic

NA

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

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. August 31, 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. 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 August 31, 2010:

1. The Board approved the promotion of the following persons to the positions indicated opposite their respective names, effective August 31, 2010:


Name	Position
1. Margarito G. Dujali, Jr.	From Assistant Vice President/Head, Retail Data Acquisition to Vice President/Head, Retail Data Acquisition
2. Patrick S. Tang	From Assistant Vice President/Head, Retail Voice Acquisition - Postpaid to Vice President/Head, Retail Voice Acquisition - Postpaid

2. 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 E 10% Cumulative Convertible Preferred Stock, for the annual period ending September 30, 2010, payable on October 29, 2010 to the holders of record on September 30, 2010.
 - b. P1.00 per outstanding share of the Company's Series K 10% Cumulative Convertible Preferred Stock, for the annual period ending September 30, 2010, payable on October 29, 2010 to the holders of record on September 30, 2010.
 - c. P1.00 per outstanding share of the Company's Series O 10% Cumulative Convertible Preferred Stock, for the annual period ending September 30, 2010, payable on October 29, 2010 to the holders of record on September 30, 2010.
 - d. P1.00 per outstanding share of the Company's Series U 10% Cumulative Convertible Preferred Stock, for the annual period ending September 30, 2010, payable on October 29, 2010 to the holders of record on September 30, 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:


FLORENTINO D. MABASA, JR.
Assistant Corporate Secretary

August 31, 2010