



September 8, 2011

Philippine Stock Exchange
Disclosure Department
3rd Floor, Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

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

Gentlemen:

In compliance with Section 13 of the Revised Disclosure Rules of the Exchange, we would like to inform you of the changes that have taken place in the shareholdings of **Mr. Jun R. Florencio**.

Thank you.

Very truly yours,

PHILIPPINE LONG DISTANCE TELEPHONE COMPANY

AL Rausa
MA. LOURDES C. RAUSA-CHAN
Corporate Secretary

A handwritten signature in black ink, appearing to be "LR", is written over the printed name and title of the Corporate Secretary.



PHILIPPINE LONG DISTANCE TELEPHONE COMPANY

Statement of Changes in Beneficial Ownership of Securities

Name : **JUN R. FLORENCIO**
Position : **Senior Vice President**

Date of Transaction	No. of shares acquired	No. of shares disposed	Price	No. of shares Beneficially owned
September 8, 2011	NA	*1,300	P2,420.00/share	*500 ** 15

*PCD account

**Certificated