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,

[Signature]

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,

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

**PHILIPPINE LONG DISTANCE**

**TELEPHONE COMPANY**

(Company’s Full Name)

**RAMON COJUANGCO BUILDING**

**MAKATI AVE. MAKATI CITY**

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

**ATTY. MA. LOURDES C. RAUSA-CHAN**

Contact person

**816-8405**

Contact Telephone No.

<table>
<thead>
<tr>
<th>Month</th>
<th>Day</th>
<th>SEC FORM 17-C FORM TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>31</td>
<td>06</td>
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Every 2nd Tuesday

<table>
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<tr>
<th>Dept. Requiring this Doc.</th>
<th>Amended Articles Number/Section</th>
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<tbody>
<tr>
<td>CFD</td>
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**2,183,216**

As of February 28, 2010

Total No. of Stockholders

<table>
<thead>
<tr>
<th>Domestic</th>
<th>Foreign</th>
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</thead>
<tbody>
<tr>
<td>NA</td>
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To be accomplished by SEC Personnel concerned

<table>
<thead>
<tr>
<th>File Number</th>
<th>LCU</th>
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**STAMPS**

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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

6. __________ (SEC Use Only)
   Industry Classification Code

7. Ramon Cojuangco Building, Makati Avenue, Makati City
   Address of principal office

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 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:

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

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