September 28, 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,

[Signature]

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,

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

PW - 5 5
SEC Registration No.

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.

1 2 3 1
Month Day

SEC FORM 17-C
FORM TYPE

0 6
Month Day

Every 2nd Tuesday
Annual Meeting

CFD
Dept. Requiring this Doc.

2,182,602
Total Amount of Borrowings
As of August 31, 2010

NA
Total No. of Stockholders

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
1. September 28, 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 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:

[Signature]

MA. LOURDES C. RAUSA-CHAN
Corporate Secretary

September 28, 2010