**CIRCULAR**

The Philippine Stock Exchange, Inc.

<table>
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<th></th>
<th>Disclosures</th>
<th>Stockholders’ Meeting</th>
<th>Others:</th>
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</thead>
<tbody>
<tr>
<td>X</td>
<td>Dividend Notice</td>
<td>SEC / Gov’t Issuance</td>
<td>Transfer Agent’s Notice</td>
</tr>
<tr>
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<td>Stock Rights Notice</td>
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To: THE INVESTING PUBLIC AND TRADING PARTICIPANTS

Company: PHILIPPINE LONG DISTANCE TELEPHONE COMPANY

Date: August 7, 2013

Philippine Long Distance Telephone Company ("TEL" or the "Company") submitted to the Exchange the attached disclosure pertaining to the following matters approved by the Company’s Board of Directors during its meeting held on August 7, 2013:

A. Declaration of cash dividends; and
B. Appointment of officers.

In reference to Circular for Brokers No. 148-2003 dated January 21, 2003, please be reminded that the Securities and Exchange Commission, in its letter to the Company dated December 16, 2002, has allowed the Company to set the payment date in accordance with its By-laws and Board Resolution.

Please take note of the following details of the cash dividend declared for shares listed with the Exchange:

**CASH DIVIDEND (Regular):**

- Cash: Php 63.00 per outstanding common share
- Ex-Date: August 27, 2013
- Record Date: August 30, 2013
- Payment Date: September 27, 2013

For the information and guidance of the investing public.

(Original Signed)
JANET A. ENCARNACION
Head, Disclosure Department

Noted by:

(Original Signed)
MARSHA M. RESURRECCION
Head, Issuer Regulation Division
August 7, 2013

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 the PSE Revised Disclosure Rules.

Very truly yours,

MA. LOURDES C. RAUSA-CHAN
Corporate Secretary
August 7, 2013

SECURITIES & EXCHANGE COMMISSION
SEC Building, EDSA
Mandaluyong City

Attention: Atty. Justina Callangan
   Director - 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.

Very truly yours,

[Signature]
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

816-8553

Contact Telephone No.

1 2 3 1

Month

Day

SEC FORM 17-C

Fiscal Year

FORM TYPE

0 6

Every 2nd

Tuesday

Month

Day

Annual Meeting

N/A

Amended Articles

Number/Section

CFD

Dept. Requiring this Doc.

12,075

As of June 30, 2013

Total Amount of Borrowings

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
SECURITIES AND EXCHANGE COMMISSION

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.1

1. August 7, 2013
   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 1200
   Address of principal office
   Postal Code

8. (632) 816-8553
   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

<table>
<thead>
<tr>
<th>Title of Each Class</th>
<th>Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding</th>
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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 August 7, 2013:

1. The Board declared the following cash dividends out of the unaudited unrestricted retained earnings of the Company as at June 30, 2013, which are sufficient to cover the total amount of dividends declared:

   a. Regular dividend of ₱63.00 per outstanding share of the Company's Common Stock, payable on September 27, 2013 to the holders of record on August 30, 2013; and

   b. ₱12,420,000.00 on all of the outstanding shares of the Company's Series IV Cumulative Non-Convertible Redeemable Preferred Stock, for the quarter ending September 15, 2013, payable on September 15, 2013 to the holder of record on August 23, 2013.

2. The Board approved the appointment of the following persons to the positions indicated opposite their respective names:

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Effectivity Date</th>
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</thead>
<tbody>
<tr>
<td>1. Martin T. Rio</td>
<td>First Vice President – Property and Facilities Management</td>
<td>October 22, 2012</td>
</tr>
<tr>
<td>2. Walter M. Gaffud</td>
<td>Vice President – HOME Sales and Distribution</td>
<td>May 1, 2013</td>
</tr>
<tr>
<td>3. Joseph Ian G. Gendrano</td>
<td>Vice President – Corporate Relationship Management A</td>
<td>May 1, 2013</td>
</tr>
<tr>
<td>4. John John R. Gonzales</td>
<td>Vice President – Corporate Relationship Management F</td>
<td>June 1, 2013</td>
</tr>
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Pursuant to the requirements of the Securities Regulation Code, PLDT 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

August 7, 2013