

PHILIPPINE LONG DISTANCE TELEPHONE CO

Form 6-K

February 14, 2011

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934

**For the month of February 2011**

**Commission File Number 1-03006**

Philippine Long Distance Telephone Company

(Exact Name of Registrant as Specified in Its Charter)

**Ramon Cojuangco Building**

**Makati Avenue**

**Makati City**

**Philippines**

(Address of principal executive offices)

(Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.)

Form 20-F  Form 40-F

(Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes  No

(If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-  
\_\_\_\_\_ )

#### NOTE REGARDING FORWARD-LOOKING STATEMENTS

Some information in this report may contain forward-looking statements within the meaning of Section 27A of the U.S. Securities Act of 1933 and Section 21E of the U.S. Securities Exchange Act of 1934. We have based these forward-looking statements on our current beliefs, expectations and intentions as to facts, actions and events that will or may occur in the future. Such statements generally are identified by forward-looking words such as believe, plan, anticipate, continue, estimate, expect, may, will or other similar words.

A forward-looking statement may include a statement of the assumptions or bases underlying the forward-looking statement. We have chosen these assumptions or bases in good faith. These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events and are not a guarantee of future performance. Actual results may differ materially from information contained in the forward-looking statements as a result of a number of factors, including, without limitation, the risk factors set forth in Item 3. Key Information Risk Factors in our annual report on Form 20-F for the fiscal year ended December 31, 2009. You should also keep in mind that any forward-looking statement made by us in this report or elsewhere speaks only as at the date on which we made it. New risks and uncertainties come up from time to time, and it is impossible for us to predict these events or how they may affect us. We have no duty to, and do not intend to, update or revise the statements in this report after the date hereof. In light of these risks and uncertainties, you should keep in mind that actual results may differ materially from any forward-looking statement made in this report or elsewhere.

**EXHIBITS**

Exhibit  
Number

-

Page

- 1 Copy of the press release entitled "PLDT's network expansion spurs CamSur's economic growth" that we filed with the Securities and Exchange Commission and the Philippine Stock Exchange.

Exhibit 1

February 11, 2011

The Philippine Stock Exchange

4<sup>th</sup> Floor PSE Centre

Exchange Road, Ortigas Center

Pasig City

Attention: Ms. Janet A. Encarnacion

Head, Disclosure Department

Ladies and 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 a copy of a press release entitled "PLDT's network expansion spurs CamSur's economic growth".

Respectfully yours,

/s/ Ma. Lourdes C. Rausa-Chan

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

Corporate Secretary

Exhibit 1

February 11, 2011

SECURITIES & EXCHANGE COMMISSION

Corporate Finance Department

SEC Building, EDSA

Mandaluyong City

Attention : Atty. Justina F. Callangan

Director, Corporate Finance Department

Gentlemen:

Re : Philippine Long Distance Telephone Company

SEC Registration No. PW-55

In accordance with Section 17.1 (b) of the Securities Regulation Code, we submit herewith two (2) copies of SEC Form 17-C with a copy of a press release entitled "PLDT's network expansion spurs CamSur's economic growth".

Respectfully yours,

/s/ Ma. Lourdes C. Rausa-Chan

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

Corporate Secretary



Exhibit 1

**SECURITIES AND EXCHANGE COMMISSION**

**SEC FORM 17-C**

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

1. February 11, 2011

(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 registrant as specified in its charter

5. PHILIPPINES 6. \_\_\_\_\_ (SEC Use Only)

Province, country or other jurisdiction Industry Classification Code  
of Incorporation

7. 9<sup>th</sup> Floor MGO Building

Legaspi corner dela Rosa Streets, Makati City 1200

Address of principal office Postal Code

8. (632) 816-8553

Registrant'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 SRC

Title of Each Class Number of Shares of Common Stock

Licensed and Amount of Debt Outstanding

Exhibit 1

11. Item 9 Other Events

Attached hereto is a press release entitled "PLDT's network expansion spurs CamSur's economic growth".

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereto duly authorized.

PHILIPPINE LONG DISTANCE  
TELEPHONE COMPANY

/s/ Ma. Lourdes C. Rausa-Chan

MA. LOURDES C. RAUSA-CHAN

Corporate Secretary

Date: February 11, 2011

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Exhibit 1

**PLDTpressrelease**

**PLDT's network expansion spurs CamSur's economic growth**

**MANILA, Philippines, 11 February 2011** What a big change a few hair-thin strands of optical fiber can make.

Last year, Philippine Long Distance Telephone Co. expanded its Domestic Fiber Optic Network (DFON) facilities in Camarines Sur as part of a major upgrade program. As a result, the province has enjoyed an economic upswing as new companies, taking advantage of more resilient telecommunications services, have set up shop in this southern Luzon province.

One of the prominent newcomers is Sutherland Global Services, which sought the help of PLDT to set up its business process outsourcing (BPO) operations in the region, with Camarines Sur as a hub.

It was a calculated investment, said PLDT Senior Vice President Eric R. Alberto about PLDT's decision to invest in Camarines Sur. and it was an investment that paid off.

Today PLDT not only serves Sutherland, one of the world's leading BPO players, but also other businesses and residents of Camarines Sur.

Not only did we satisfy the needs for Sutherland. We also opened up opportunities for businesses to invest in the area and residential clients to have access to our new landline and broadband services, said Alberto.

He explained that the ecosystem that the DFON expansion developed in Camarines Sur also sets up the stage for more innovation.

We are now in a better position to offer innovative products and services that cater to the needs of more people in the region. Our DFON will enable us to push our services in a cost-efficient way as the needs of our clients grow, said Alberto.

Late last year, PLDT announced the completion of a P2.8-billion expansion of its DFON, further extending the reach and strengthening the resiliency of the country's most extensive communications transmission network.

The project, which is part of the company's DFON Resiliency Improvement Program, involved the installation of 1,300 kilometers of new terrestrial and submarine fiber optic cables to carry voice, data and video traffic in Bicol and the Visayas and Mindanao regions.

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Exhibit 1

PLDT intends to continue expanding its DFON and help bring economic development to other regions, too.

We do hope to replicate our success in Camarines Sur in other areas of the country, said Alberto. We're now identifying these areas that need a little technological push to spur their economy.

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**About PLDT**

PLDT is the leading telecommunications service provider in the Philippines. Through its three principal business groups – wireless, fixed line, and information and communications technology – PLDT offers the largest and most diversified range of telecommunications services across the Philippines – most extensive fiber optic backbone and wireless and fixed line networks.

PLDT is listed on the Philippine Stock Exchange (PSE:TEL) and its American Depositary Shares are listed on the New York Stock Exchange (NYSE:PHI). PLDT has one of the largest market capitalizations among Philippine-listed companies.

Further information can be obtained by visiting the web at [www.pldt.com.ph](http://www.pldt.com.ph)

**Contact person:**

**Ramon R. Isberto**

**PLDT Spokesperson**

**Tel. No.: +63 2 5113101**

**Fax No.: +63 2 5113100**





Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

PHILIPPINE LONG DISTANCE  
TELEPHONE COMPANY

By : /s/ Ma. Lourdes C. Rausa-Chan

Name : Ma. Lourdes C. Rausa-Chan

Title : Senior Vice President, Corporate

Affairs and Legal Services Head

and Corporate Secretary

Date: February 14, 2011