

PHILIPPINE LONG DISTANCE TELEPHONE CO
Form 6-K
December 13, 2010

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

December 13, 2010

Philippine Long Distance Telephone Company

(Translation of registrant's name into English)

Ramon Cojuangco Building
Makati Avenue, Makati City
Philippines

(Address of principal executive office)

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

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Indicate by check mark whether the registrant by furnishing the information contained in this Form 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): n/a

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Copy of the press release entitled "PLDT introduces PLDT TelPad: Innovative package combines landline, DSL and a touch-screen tablet"

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

Date: 12/13/2010

By: Ma. Lourdes C. Rausa-Chan

Name: Ma. Lourdes C. Rausa-Chan

Title: SVP & Corporate Secretary

EXHIBIT INDEX

| <u>Exhibit No.</u> | <u>Description</u> |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 99 | Copy of the press release entitled "PLDT introduces PLDT TelPad: Innovative package combines landline, DSL and a touch-screen tablet" |
