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FIRST PACIFIC COMPANY LIMITED

(Incorporated with limited liability under the laws of Bermuda)

Website: <http://www.firstpacific.com>

(Stock Code: 00142)

ANNOUNCEMENT MADE BY PHILIPPINE LONG DISTANCE TELEPHONE COMPANY IN RELATION TO ITS UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE SIX MONTHS ENDED 30 JUNE 2010

This Announcement is made by First Pacific Company Limited (“First Pacific” or the “Company”) pursuant to the requirements of Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“HKEX”) to provide shareholders of First Pacific and the public with the unaudited consolidated financial results of Philippine Long Distance Telephone Company (“PLDT”), a major operating associate of the Company, for the six months ended 30 June 2010.

Summary

On 3 August 2010, the board of directors of PLDT approved the release of the unaudited consolidated financial results for the six months ended 30 June 2010. PLDT’s unaudited consolidated financial results have been submitted to the Philippine Stock Exchange and the New York Stock Exchange by way of disclosure, and have also been disclosed as the Company’s Overseas Regulatory Announcement on the websites of the HKEX and the Company on 3 August 2010.

PLDT, a major operating associate of First Pacific, is a company incorporated in the Philippines, whose shares are listed on the Philippine Stock Exchange. In addition, PLDT’s American Depositary Receipts (ADRs) are listed on the New York Stock Exchange. First Pacific has a 26.5% attributable interest in PLDT. On 3 August 2010, the board of directors of PLDT approved the release of the unaudited consolidated financial results for the six months ended 30 June 2010. PLDT’s unaudited consolidated financial results have been submitted to the Philippine Stock Exchange and the New York Stock Exchange by way of disclosure, and have also been disclosed as the Company’s

Overseas Regulatory Announcement on the websites of HKEX and the Company on 3 August 2010. The unaudited consolidated financial statements have been prepared in conformity with the Philippine Financial Reporting Standards. PLDT's unaudited Consolidated Income Statement for the six months ended 30 June 2010 and the unaudited Consolidated Statement of Financial Position as at 30 June 2010 are provided below:

**PHILIPPINE LONG DISTANCE TELEPHONE COMPANY AND SUBSIDIARIES
CONSOLIDATED INCOME STATEMENTS
FOR THE SIX MONTHS ENDED 30 JUNE 2010 AND 2009**

(in million pesos, except earnings per common share amounts)

	2010 (Unaudited)	2009 (Unaudited)
REVENUES		
Service revenues	72,156	72,871
Non-service revenues	1,051	1,207
	<hr/> 73,207 <hr/>	<hr/> 74,078 <hr/>
EXPENSES		
Depreciation and amortization	13,054	13,133
Compensation and employee benefits	11,247	11,543
Repairs and maintenance	4,512	4,247
Selling and promotions	2,667	2,839
Cost of sales	2,389	2,563
Professional and other contracted services	2,302	2,094
Rent	2,173	2,050
Taxes and licenses	1,303	1,373
Asset impairment	1,220	953
Communication, training and travel	847	905
Insurance and security services	553	643
Amortization of intangible assets	178	187
Other expenses	856	788
	<hr/> 43,301 <hr/>	<hr/> 43,318 <hr/>
	<hr/> 29,906 <hr/>	<hr/> 30,760 <hr/>

CONSOLIDATED INCOME STATEMENTS (Continued)
FOR THE SIX MONTHS ENDED 30 JUNE 2010 AND 2009

(in million pesos, except earnings per common share amounts)

	2010 (Unaudited)	2009 (Unaudited)
OTHER INCOME (EXPENSES)		
Equity share in net earnings (losses) of associates and joint ventures	881	(65)
Gains (losses) on derivative financial instruments – net	934	(1,631)
Interest income	612	900
Foreign exchange gains (losses) – net	(59)	(292)
Financing costs – net	(3,451)	(3,117)
Other income	554	716
	<u>(529)</u>	<u>(3,489)</u>
INCOME BEFORE INCOME TAX	29,377	27,271
PROVISION FOR INCOME TAX	7,756	7,000
	<u>21,621</u>	<u>20,271</u>
NET INCOME FOR THE PERIOD	21,621	20,271
ATTRIBUTABLE TO:		
Equity holders of PLDT	21,679	19,720
Non-controlling interests	(58)	551
	<u>21,621</u>	<u>20,271</u>
Earnings Per Share For The Period Attributable to Common Equity Holders of PLDT		
Basic	114.84	104.22
Diluted	114.77	104.20

PHILIPPINE LONG DISTANCE TELEPHONE COMPANY AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

(in million pesos, except par value and number of shares)

	30 June 2010 (Unaudited)	31 December 2009 (Audited)
ASSETS		
Noncurrent Assets		
Property, plant and equipment	157,767	161,256
Investments in associates and joint ventures	22,873	22,233
Available-for-sale financial assets	130	134
Investment in debt securities	473	462
Investment properties	1,098	1,210
Goodwill and intangible assets	12,904	13,024
Deferred income tax assets – net	6,522	7,721
Prepayments – net of current portion	8,247	8,663
Advances and refundable deposits – net of current portion	1,281	1,102
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Total Noncurrent Assets	211,295	215,805
	<hr/>	<hr/>
Current Assets		
Cash and cash equivalents	28,878	38,319
Short-term investments	698	3,824
Trade and other receivables – net	15,415	14,729
Inventories and supplies	2,561	2,165
Derivative financial assets	5	6
Current portion of prepayments	5,263	5,098
Current portion of advances and refundable deposits	201	202
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Total Current Assets	53,021	64,343
	<hr/>	<hr/>
TOTAL ASSETS	264,316	280,148
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CONSOLIDATED STATEMENTS OF FINANCIAL POSITION (Continued)

(in million pesos, except par value and number of shares)

	30 June 2010 (Unaudited)	31 December 2009 (Audited)
EQUITY AND LIABILITIES		
Equity		
Preferred stock, Php10 par value, authorized – 822,500,000 shares; issued and outstanding – 441,705,092 shares as at 30 June 2010 and 441,631,062 shares as at 31 December 2009	4,417	4,416
Common stock, Php5 par value, authorized – 234,000,000 shares; issued – 189,480,458 shares and outstanding – 186,797,502 shares as at 30 June 2010; and issued - 189,480,260 shares and outstanding – 186,797,304 shares as at 31 December 2009	947	947
Treasury stock – 2,682,956 shares as at 30 June 2010 and 31 December 2009	(6,405)	(6,405)
Capital in excess of par value	62,890	62,890
Retained earnings	33,040	37,744
Other comprehensive income	(931)	(1,017)
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Total Equity Attributable to Equity Holders of PLDT	93,958	98,575
Non-controlling interests	443	550
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TOTAL EQUITY	94,401	99,125
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CONSOLIDATED STATEMENTS OF FINANCIAL POSITION (Continued)

(in million pesos, except par value and number of shares)

	30 June 2010 (Unaudited)	31 December 2009 (Audited)
Noncurrent Liabilities		
Interest-bearing financial liabilities – net of current portion	82,225	86,079
Deferred income tax liabilities – net	1,555	1,321
Derivative financial liabilities	1,361	2,751
Pension and other employee benefits	1,080	374
Customers’ deposits	2,213	2,166
Deferred credits and other noncurrent liabilities	13,561	14,438
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Total Noncurrent Liabilities	101,995	107,129
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Current Liabilities		
Accounts payable	16,704	19,601
Accrued expenses and other current liabilities	33,659	35,446
Provision for assessments	1,555	1,555
Current portion of interest-bearing financial liabilities	11,148	12,714
Dividends payable	1,852	1,749
Income tax payable	3,002	2,829
	<hr/>	<hr/>
Total Current Liabilities	67,920	73,894
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TOTAL LIABILITIES	169,915	181,023
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TOTAL EQUITY AND LIABILITIES	264,316	280,148
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GENERAL

Shareholders should note that the above unaudited and audited consolidated financial results pertain only to PLDT and not to First Pacific itself.

The above information only refers to certain sections of PLDT's disclosure and shareholders should refer to PLDT's original filing submitted to the Philippine Stock Exchange (<http://www.pse.org.ph>) and the New York Stock Exchange (<http://www.nyse.com>), as well as disclosed as the Company's Overseas Regulatory Announcement on the websites of the HKEX and the Company on 3 August 2010.

By Order of the Board
First Pacific Company Limited
Manuel V. Pangilinan
Managing Director and CEO

Hong Kong, 3 August 2010

As at the date of this announcement, the Board comprises the following Directors:

Anthoni Salim, *Chairman*

Manuel V. Pangilinan, *Managing Director and CEO*

Edward A. Tortorici

Robert C. Nicholson

Napoleon L. Nazareno

Ambassador Albert F. del Rosario

Sir David W.C. Tang*, *KBE*

Tedy Djuhar

Ibrahim Risjad

Benny S. Santoso

Graham L. Pickles*

Professor Edward K.Y. Chen*, *GBS, CBE, JP*

Jun Tang*

* *Independent Non-executive Directors*