



## PRESS RELEASE

### PLDT introduces newest broadband innovation

*MANILA, Philippines, October 9, 2009* - The Philippine Long Distance Telephone Co. recently introduced another pioneering innovation that makes watching TV over the internet easier and more satisfying.

Through PLDT Watchpad, myDSL subscribers can now watch their favorite TV shows, award-winning films, and more over the internet. Available channels now include National Geographic, Cartoon Network, Pinoy Box Office, CNN, Animax Mobile, CNBC, and GMA 7, with more coming soon.

Best experienced starting with myDSL Plan 1299, Watchpad is available for free to all myDSL subscribers nationwide. Subscribers just need to register at [www.pldtwatchpad.com](http://www.pldtwatchpad.com) to get their username and password.

PLDT Customer Sales and Marketing Group Head Eric R. Alberto said PLDT Watchpad is a fitting demonstration of synergy in the PLDT Group made possible by a partnership with Mediascape, the media partner.

"Through the years, we have continuously reached more households more than all competitors with high impact, direct-hitting acquisition programs, which not only raised awareness and relevance of Internet, but also changed the overall complexion of the business," says Alberto.

"Our commitment to innovate and continuously raise the bar of excellence has earned PLDT myDSL the most preferred broadband status - 4 times more preferred versus competition."

PLDT Watchpad promises to give PLDT broadband subscribers another first - a revolutionary service that combines a broadband connection with rich multimedia content.

"There's something for everyone on Watchpad. While surfing, DSL subscribers can watch the hottest channels, movies and even play online games for free. You can even update your Facebook, Multiply and Twitter accounts without having to leave your Watchpad Player," says PLDT myDSL AVP Gary Dujali.

“Not only that, but even the award-winning films of Cannes Film Festival Best Director Dante Mendoza will be featured in Watchpad. Best of all Watchpad can be enjoyed by all MyDSL subscribers for free. Expect more, bigger offerings in the coming months,” Dujali added.

With the grand launching of Watchpad, PLDT expects to increase not only Watchpad registrants but also DSL broadband subscribers as well.

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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, fixed line and satellite 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).

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