

## **PLDT wins international award from Metro Ethernet Forum**

**MANILA, Philippines, December 28, 2011** – PLDT, the country’s leading telecommunications company, took home one of the top awards in the 2011 MEF Carrier Ethernet Service Provider Awards for Asia-Pacific during the 4th Annual Carrier Ethernet APAC Event held recently at the Resorts World Convention Centre in Sentosa, Singapore.

PLDT, represented by Alpha Enterprise’s Corporate Business Solutions, received the Best Marketing award for service provider with the most successful marketing campaign promoting their Ethernet service portfolio, besting other providers in the region. PLDT is the first and only Philippine telecommunications company to have won an award from the Metro Ethernet Forum (MEF) which is considered the defining body for Carrier Ethernet and a recognized global industry alliance comprising of more than 175 organizations including the world’s top service providers.

PLDT also made it as one of the three finalists for the Regional Service Provider of the Year for Asia-Pacific, another major award category.

“PLDT has yet again proven its global competitiveness, with a business Ethernet portfolio that conforms to international standards as attested by our MEF 9 and 14 certification, and our ability to launch an effective marketing campaign that delivers the targeted results,” said PLDT Vice-President and Head of PLDT Alpha Enterprise Jovy Hernandez.

“We are doubly pleased that an esteemed international body such as the MEF recognized our marketing efforts for Carrier Ethernet as Asia-Pacific’s best. We have

not only proven that we are amongst the league of the top global and regional service providers, we have in fact bested them in this category,” Hernandez added.

The MEF Congress recognizes Ethernet service providers annually in key regions around the world. The judges presiding over the Asia Pacific awards deliberations were drawn from leading global research companies which included Ovum, Frost & Sullivan, IDC, and Infonetics Research.

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PLDT holds the distinction of being the first Philippine company to be recognized with an international award from MEF. Shown in photo holding the MEF trophy is PLDT Chair Manuel V. Pangilinan, center, with PLDT VP and Head of Alpha Enterprise Jovy Hernandez, PLDT Domestic Data Business Category Head Gary Ignacio, PLDT Global Data Business Category Head Nico Alcoseba, and PLDT EVP and Head of Enterprise and International Business Eric R. Alberto.



PLDT Domestic Data Business Category head Gary Ignacio, left, receives the Best Marketing award from MEF Chief Operating Officer Kevin Vachon, and Founder and Principal Analyst of Infonetics Research and Chairman of MEF Service Provider Awards Michael Howard during the 2011 MEF Carrier Ethernet Service Provider Awards.

### **About PLDT**

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

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