



**First Philippine  
Holdings Corporation**

24 August 2010

**PHILIPPINE STOCK EXCHANGE**  
Tower One and Exchange Plaza  
Ayala Triangle, Ayala Avenue, Makati City

Re: **Share Buyback Transaction**  
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Gentlemen/Mesdames:

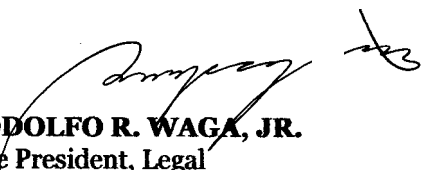
In compliance with the Exchange's requirements under the Memorandum dated July 19, 2010, First Philippine Holdings Corporation ("FPHC") is disclosing the following buyback transaction which transpired today:

<b>Date of Transaction</b>	<b>Number of shares</b>	<b>Price per share</b>	<b>Outstanding shares after transaction</b>	<b>Treasury shares after transaction</b>
24 August 2010	14,890	Php56.95	596,393,528	14,890
24 August 2010	1,500,000	Php57.00	594,893,528	1,514,890

We trust that you will find the foregoing in order. Please do not hesitate to call us should you need any further clarification.

Thank you.

Very truly yours,

  
**RODOLFO R. WAGA, JR.**  
Vice President, Legal  
Assistant Information Officer