

COVER SHEET

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SEC Registration Number

PUREGOLD PRICE CLUB, INC.

(Company's Full Name)

NO. 900 ROMUALDEZ ST., PACO,

MANILA

(Business Address: No. Street City/Town/Province)

CANDY DACANAY-DATUON

(Contact Person)

(02) 524-4451/ 523-3055

(Company Telephone Number)

1 2

Month

3 1

Day

SEC FORM 17-C

(Form Type)

0 5

Month

0 8

Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowing

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

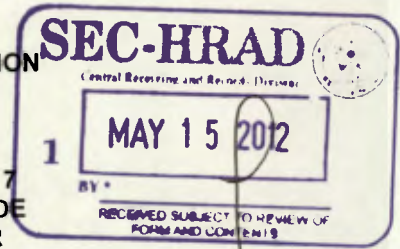
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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2(c) THEREUNDER



- 1. **11 MAY 2012**
Date of Report (Date of earliest event reported)
- 2. SEC Identification Number **A199813754**
- 3. BIR Tax Identification No. **201-277-095**

4. **PUREGOLD PRICE CLUB, INC.**
Exact name of issuer as specified in its charter

5. _____ (SEC Use Only)

Province, country or other jurisdiction of
Incorporation

Industry Classification Code:

7. **No. 900 Romualdez St., Paco, Manila**
Address of principal office

1007
Postal Code

8. **Tel No. (02) 532-3055**
Issuer's telephone number, including area code

9. _____
Former name or former address, if changed since last report

10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 8 and 8 of the RSA

Title of Each Class

Number of Shares of Common Stock

Outstanding and Amount of Debt Outstanding

Common shares

2,000,000,000

11. Indicate the item numbers reported herein: **Item No. 9 Other Events**

SEC Form 17-C
December 2003

Item No. 9 Other events:

Please be informed that PGOLD and the Sellers of Kareila Management Corporation (Co Family) signed and executed the Deed of Exchange on 11 May 2012 in accordance with the Agreement dated 13 April 2012.


Subject to the approval of the Securities and Exchange Commission, as stated in the Deed of Exchange, PGOLD would acquire 1,703,125 shares of Kareila Management Corporation (Kareila) representing one hundred percent (100%) of its outstanding capital stock in exchange for 766,406,250 shares of PGOLD with the Co Family.

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the Company has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PUREGOLD PRICE CLUB, INC.

15 May 2012


ATTY. CANDY H. DACANAY-DATUON
Compliance Officer