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SECURITIES AND EXCHANGE COMMISSION

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Company Information

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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) 523-3055

(Company Telephone Number)

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3 1

Day

LETTER/MISC

(Form Type)

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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

Document ID

Cashier



29 October 2012

SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, 1550 Mandaluyong City
Metro Manila

Attention: **ATTY. JUSTINA F. CALLANGAN**
Director

Re: **Notices and Communications of Company to Its
Stockholders, such as Notices of Meeting and
Definitive Information Statements**

Gentlemen:

In connection with the Special Stockholders' Meeting of Puregold Price Club, Inc. (the "Company"), please be informed that the Company is sending to its stockholders of record notices and communications such as Notices of Stockholders' Meetings ("Notice/s"), Definitive Information Statements ("DIS"), Management's Reports, including all the attachments thereto, in electronic format. Specifically, the documents will be in "Portable Document Format" ("PDF") and stored in a CD. The CD containing the PDF will be transmitted to the stockholders of record by courier.

Due to the large number of stockholders of the Company, we will dramatically reduce its paper consumption and, consequently, its environmental footprint if it sends its notices and communications, such as Notices, DIS, Management's Reports, including the attachments thereto, in electronic format.

The foregoing notwithstanding, the Company intends to allow a stockholder of record to still request for a printed copy of the notices and communications. Thus, when a CD containing the PDF is sent to the stockholders of record, there will be an accompanying printed sheet stating that a stockholder may request the Company for a printed copy of the Notice, DIS, Management's Report, and the attachments thereto. Such notice shall state the name and contact number of the person who will be handling such type of requests. Upon receipt of a request for a printed copy of the said documents, the Company shall immediately send a printed copy to the stockholder requesting the same.

For your perusal we have attached herewith the notice of the meeting, which shall be in printed paperback version that will be distributed with the CD.

Thank you.

Very truly yours,


ATTY. **CANDY H. DACANAY-DATUON**
Assistant Corporate Secretary

NOTICE OF SPECIAL STOCKHOLDERS' MEETING

Notice is hereby given that **PUREGOLD PRICE CLUB, INC.** will conduct a **SPECIAL STOCKHOLDERS' MEETING** on November 22, 2012, 2 pm, at the Acacia Hotel Manila, 5400 East Asia Drive corner Commerce Avenue, Filinvest Corporate City, Alabang, Muntinlupa City.

We are sending herewith in electronic format the notice of meeting, definitive information statement, management report and attachments required by law to be given to all stockholders of record. (Please see attached cd).

If you wish to receive a printed copy of the notice, DIS, management's report, and the attachments, please contact the undersigned at this address: Office of the Corporate Secretary, Puregold Building, No. 900 Romualdez St., Paco, Manila.

Lastly, please take note that the Agenda of the stockholders' meeting shall be as follows:

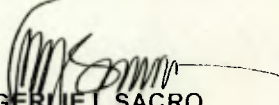
1. Call to order
2. Certification of service of notice and existence of quorum
3. Approval of the Merger of Puregold Price Club, Inc., Puregold Junior Supermarket, Inc., Gant Group of Companies, Inc., S-CV Corporation, Super Retail III Corporation, Super Retail XV Corporation, Gant Diamond III Corporation, Super Agora X Corporation, Gant Diamond Corporation and Lynxserve Corporation
4. Approval of the Revised Stock Option Plan
5. Other Matters
6. Adjournment

Stockholders of record as of the close of business on October 22, 2012 are entitled to notice of, and to vote at such meeting. The stock and transfer book of the company will be closed from November 8, 2012 to November 21, 2012.

IF YOU DO NOT EXPECT TO ATTEND THE MEETING, YOU MAY EXECUTE AND RETURN THE PROXY FORM TO THE OFFICE OF THE CORPORATE SECRETARY OF THE COMPANY AT: **NO. 900 ROMUALDEZ ST., PACO, MANILA, 1007**. THE DEADLINE FOR THE SUBMISSION OF PROXIES IS ON **NOVEMBER 12, 2012**.

On the day of the meeting, you or your duly designated proxy are hereby required to bring this Notice and any form of identification such as driver's license, passport, company I.D., voter's I.D., or TIN Card to facilitate registration. Registration shall start at 1:00 p.m and will close at 1:45 p.m.

Manila, Philippines.


BABY GERLIET T. SACRO
Corporate Secretary