

COVER SHEET

A 1 9 9 8 1 3 7 5 4

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)

1 2

Month

3 1

Day

LETTER/MISC

(Form Type)

0 5

Month

1 4

Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total Amount of Borrowing

Total No. of Stockholders

Domestic

Foreign

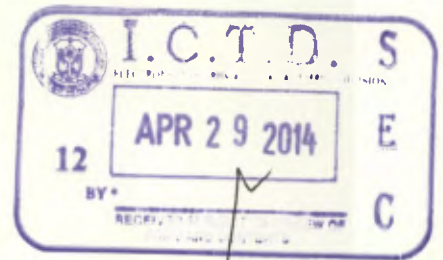
To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier



28 April 2014

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

Attention: **Director Vicente Graciano P. Felizmenio, Jr.**
Markets and Securities Regulation Division

Ms. Trixie Posadas
SEC Examiner

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

Gentlemen:

In connection with the Annual 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 a notice stating that a stockholder may request the Company for a printed copy of the Notice, DIS, Management's Report, and the attachments thereto. 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.

Thank you.

Very truly yours,


ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary