

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)

1 2 3 1

Month

Day

MISC/LETTER

(Form Type)

0 5 1 4

Month

Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

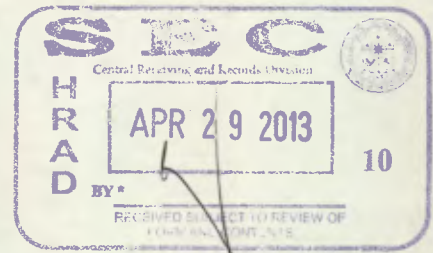
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29 April 2013

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 Annual Stockholders' Meeting of Puregold Price Club, Inc. (the "Company") this coming May 14, 2013, 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 ANNUAL STOCKHOLDERS' MEETING

To All Stockholders:

Notice is hereby given that the **ANNUAL STOCKHOLDERS' MEETING OF PUREGOLD PRICE CLUB, INC.** will be held on the **14th day of May 2013, 2 pm, at the Philippine Columbian Association Complex, Plaza Dilao, Paco, Manila** with the following agenda:

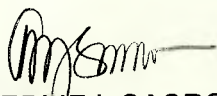
1. Call to order
2. Certification of service of notice and existence of quorum
3. Reports of the Chairman and of the President
4. Approval of the Minutes of the 2012 Annual Stockholders' Meeting and ratification of all other acts and resolutions of the Board of Directors and Management from the date of the previous Stockholders' Meeting
5. Presentation of the audited financial statements for the period ended 31 December 2012
6. Election of seven (7) directors inclusive of two (2) independent directors
7. Appointment of External Auditor
8. Other Matters
9. Adjournment

Stockholders of record as of the close of business on **12 April 2013** are entitled to notice of, and to vote at such meeting. The stock and transfer book of the company will be closed from **26 April 2013 to 13 May 2013**.

IF YOU DO NOT EXPECT TO ATTEND THE ANNUAL MEETING, YOU MAY EXECUTE AND RETURN THE PROXY FORM IN THE ENVELOPE PROVIDED FOR THAT PURPOSE TO THE OFFICE OF THE COMPANY AT: **NO. 900 ROMUALDEZ ST., PACO, MANILA, 1007**. THE DEADLINE FOR THE SUBMISSION OF PROXIES IS ON **30 APRIL 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 GERLIE I. SACRO
Corporate Secretary