



November 13, 2012

DISCLOSURE DEPARTMENT

The Philippine Stock Exchange
Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: **MS. JANET A. ENCARNACION**
Head

Gentlemen/Mesdames:

Please find attached the press release of Puregold Price Club, Inc. (PGOLD) entitled "**PGOLD Clears 45.2% Growth in Net Sales and 67.2% Increase in Net Income as of 3Q 2012**".

PGOLD shall be releasing this press release to inform the investing public of the results of operations and performance of PGOLD as of September 30, 2012.

Thank you!

Very truly yours,

A handwritten signature in blue ink, appearing to read "CANDY D", is written over the printed name of the signatory.

ATTY. CANDY DACANAY-DATUON
Corporate Information Officer

PGOLD Press release – November 13, 2012

PGOLD Clears 45.2% Growth in Net Sales and 67.2% Increase in Net Income as of 3Q 2012

Puregold Price Club, Inc. (PGOLD), in an SEC Form 17-Q submission for the quarter ending September 30, 2012, reported that PGOLD posted total net sales of Php39.137 billion, for an increase of 45.2% compared to Php26.945 billion in the same period in 2011.

The 45.2% growth in net sales was largely due to increased sales turnover arising from the full nine-month operations of the 38 new Puregold stores opened in 2011; with these new stores contributing 48.8% of the total increase in net sales as of 3Q 2012. In June 2012, PGOLD acquired 6 S&R warehouse clubs and 19 Parco supermarkets; with these acquisitions contributing 35.3% of the total increase in the PGOLD's net sales.

As of 3Q 2012, PGOLD chalked up a gross profit margin of 16.0%, from a level of 14.6% as of the same period in 2011.

PGOLD recorded a net income of Php1.802 billion as of September 30, 2012, compared to the P1.078 billion at the end of the same period in previous year, for an increase of 67.2%. In terms of net profit margin, PGOLD logged a 4.6% net profit margin as of 3Q 2012, compared to the 4.0% figure as of the same period in 2011.

On the occasion of the Joint Analysts' Briefing and Global Investor Call last August 23, 2012, PGOLD provided revised guidance for CY 2012, as follows: net sales targeted to grow by 50% from Php39.0 billion in CY 2011; gross and net profit margins aimed at about 14.5% and 4.5%, respectively; and the opening of 31 new Puregold stores.

During the first nine months of 2012, PGOLD opened 20 new Puregold stores; consisting of 10 hypermarkets, 8 supermarkets and 2 extras. In addition, during the month of October 2012, one each of Puregold hypermarket and supermarket were opened. As of October 31, 2012, PGOLD has a total of 122 Puregold stores in operation; consisting of 72 hypermarkets, 37 supermarkets and 13 extras.

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