



January 14, 2013

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

Attention: MS. JANET A. ENCARNACION
Head

Gentlemen:

Please find attached the press release of Puregold Price Club, Inc. (PGOLD) entitled: **“PGOLD Acquires 15 Eunilaine foodmarts and Grocer E supermarts PGOLD, AsiaMoney’s “Medium-Cap Corporate of the Year” for 2012”**

PGOLD shall be releasing this press release to inform the investing public of the acquisition and the AsiaMoney award.

Thank you!

Very truly yours,

A handwritten signature in blue ink, appearing to read 'CANDY D'.

ATTY. CANDY DACANAY-DATUON
Corporate information Officer

PGOLD PRESS RELEASE – January 14, 2013

PGOLD Acquires 15 Eunilaine foodmarts and Grocer E supermarts

PGOLD, AsiaMoney’s “Medium-Cap Corporate of the Year” for 2012

Puregold Price Club, Inc. (PGOLD), in a disclosure submitted to the Philippine Stock Exchange this Monday, January 14, 2013, announced the acquisition of the 4 operating Eunilaine foodmarts and 11 operating Grocer E supermarts from Company E Corporation. The acquisition shall be via the purchase by PGOLD of all the outstanding shares of stocks of the said selling company.

The 15 Eunilaine foodmarts and Grocer E supermarts are distributed as follows: 7 stores in Metro Manila, 6 Rizal and 2 stores in Cavite.

PGOLD closed-out the year 2012 with 156 stores in operations, consisting of 131 Puregold hypermarkets, supermarkets and extras; 19 Parco supermarkets and 6 S & R warehouse membership shopping clubs. The footprint of the retail stores of PGOLD is as follows: 77 in Metro Manila, 45 in South Luzon, 33 in North Luzon and 1 in Visayas. PGOLD is indicatively targeting to open 25 new Puregold stores and 1 new S & R warehouse membership shopping club in 2013. The year 2013 will mark the entry PGOLD in Mindanao, with the opening of the S & R store in Davao City and the Puregold hypermarket in Cagayan de Oro City. All the Parco supermarkets will be re-branded into Puregold in 2013.

Meanwhile, in the January 2013 issue of AsiaMoney on the matter of the best businesses in Asia, PGOLD was awarded as the “Medium-Cap Corporate of the Year” for 2012 for the Philippines. Quoting this January 2013 issue of AsiaMoney, the business magazine stated the following: “The mid-cap award for the Philippines was a close call. ICTSI was a contender, as were Manila Water and Security Bank, all of which were deemed by analysts to have displayed impressive strategies this year in the mid-cap space. But while these companies have all performed well, their strategies on the whole have been a continuation of good management in previous years. Puregold Price Club’s strategy on the other hand has allowed it to gain market share over larger rivals for the past 12 months.”

Since PGOLD’s listing in the Philippine Stock Exchange on October 5, 2011, PGOLD shares enjoyed buoyant trading among local and foreign investors; with the foreign investors continuing to account for the bulk of the public float of PGOLD. PGOLD shares closed at PhP33.00 per share on the last trading day of December 28, 2012, compared to PGOLD’s IPO price of PhP12.50 per share. On December 12, 2012, PGOLD posted the current 52-week high of PhP34.95 per share in its almost 15 months of being a listed company.

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