

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) 524-4451/ 523-3055

(Company Telephone Number)

1 2

Month

3 1

Day

MISC/LETTER

(Form Type)

0 5

Month

0 8

Day

(Secondary License Type, If Applicable)

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



28 May 2012

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



Attention: **Director Justina F. Callangan**
Corporate Finance Division

Ms. Trixie Posadas, SEC Analyst

Re : **PGOLD PRESS RELEASE RE PARCO SUPERMARKET**

GENTLEMEN:

In connection with PGOLD's acquisition of 19 branches of Parco Supermarket, please see attached PGOLD's press release as of 28 May 2012 for the detailed information of the investors and stockholders of PGOLD, and the public as well.

Thank you.

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Compliance Officer

PGOLD PRESS RELEASE – May 28, 2012

PGOLD Acquires 19 Branches of Parco Supermarkets

Puregold Price Club, Inc. (PGOLD), in a disclosure submitted to the Philippine Stock Exchange last Friday, May 25, 2012, announced the approval of the acquisition of the 19 operating Parco supermarkets from Gant Group of Companies, Inc. The acquisition shall be via the purchase by PGOLD of all the outstanding shares of stocks of the said selling company. Acquisition price is less than 10% of the book value of PGOLD as of March 31, 2012 and shall be paid in cash by PGOLD from internally generated funds.

The 19 Parco supermarkets are distributed as follows: 12 stores in Metro Manila, 3 stores in north of Metro Manila and 4 stores in south of Metro Manila.

This acquisition transaction involving the 19 Parco supermarkets closely came after the approval by the stockholders last May 8, 2012 of the acquisition of the 100% equity interest of the sellers in Kareila Management Corporation, the operator of the S & R warehouse membership shopping clubs in 6 locations in Metro Manila, Pampanga and Cebu.

After these two major acquisitions, PGOLD is now operating a total of 131 stores: 106 Puregold Stores, 19 Parco Supermarkets, and 6 S&R membership shopping clubs. In terms of geographical locations, the 131 stores are located as follows: 71 stores in Metro Manila, 22 stores in north of Metro Manila, 37 stores in south of Metro Manila and 1 store in the Visayas.

The acquisition of the 19 Parco supermarkets is expected to be closed within the month of May 2012. Meanwhile, PGOLD is expecting the financial closing of the acquisition of the S & R warehouse membership shopping business towards the end of June 2012.

PGOLD is targeting to hold an analysts' briefing after the submission of the Q2 2012 results. It is expected that the guidance for the remainder of CY 2012 will be revised to consider the effects to the overall financial performance of PGOLD of the acquisitions of the S & R warehouse membership shopping business and the Parco supermarkets and the planned PGOLD new store roll-outs in June 2012.

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 PhP21.95 per share on May 25, 2012, compared to PGOLD's IPO price of PhP12.50 per share. On May 3, 2012,

PGOLD posted the current intra-day trading-high of PhP25.35 per share in its almost 7 months of being a listed company.

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