



2 July 2012

PHILIPPINE STOCK EXCHANGE

3rd Floor, Philippine Stock Exchange
Ayala Triangle, Ayala Avenue
Makati City

Attention: **Ms. Janet Encarnacion**
Head

GENTLEMEN:

This in response to your letter dated today with subject "BusinessWorld news article", quoted hereunder is the said news article:

Puregold eyes more foreign investors

LISTED SUPERMARKET operator Puregold Price Club, Inc. aims to raise more funds by taking advantage of foreign investors' recent interest in emerging markets, including the Philippines' growing retail sector, officials said late last week.

"For two days, [we've had] 13 one-on-one meetings and three small group meetings. In all, this is equivalent to around 23 foreign investors," Jimmy F. P. Perez, the company's investor relations officer, told *BusinessWorld* in a text message last Thursday, after attending the Citi ASEAN Investor Conference 2012 in Singapore from June 28-29.

Puregold was reportedly among the 10 Philippine firms who had executives meet with high-level policy makers, industry leaders, and businessmen from the region to discuss various investment opportunities.

In terms of equity, Puregold's foreign investors have accounted for 26.78% or 535.51 million shares of the company's two billion total outstanding shares, according to a regulatory filing with the Philippine Stock Exchange as of early May.

This figure already amounts to 66.93% of the company's foreign ownership allocation, a proportion which Puregold wants to grow in the near-term.

"Foreign investors now are intently looking at emerging markets such

as the Philippines, and the consumer market in particular,” Aida B. de Guzman, Puregold vice-president for marketing and business development, told *BusinessWorld* in a separate text message last Thursday.

“[The conference gave] Puregold the opportunity to capture part of this interest, and a chance to enhance its exposure in the foreign capital market,” Ms. De Guzman added.

For 2012, Puregold has allotted an estimated budget of P3 billion for Puregold store development this year, to be partially financed from the balance of its initial public offering proceeds, as well as internally-generated cash.

The company aims to increase its overall net sales this year by 25% on the back of revenues from its newly-opened stores, earlier reports said.

Citi, for its part, was similarly optimistic about the country’s consumer market given the Philippines’ robust economic fundamentals.

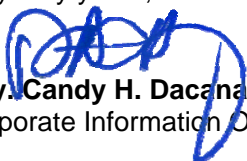
“We see selective buying opportunities in the Philippine market. While the Philippines may not be immune from global economic weakness, we believe that current macro conditions have defensive characteristics that could cushion downside risks, particularly in terms of strong reserves, an improving government fiscal position, stable domestic consumption, and healthier corporate and banking sectors,” the financial multinational said on its ASEAN Investor Conference Web page.

This year, key catalysts that may interest investors include the government’s roll-out of more infrastructure projects and a likely credit rating upgrade, Citi added.

Shares of Puregold fell by 1.27% to P27.15 each on Friday. -- **Franz Jonathan G. de la Fuente.**”

Kindly be advised that the quoted text messages of Puregold executives are accurate – *Puregold attended the CitiAsean Investor Conference in Singapore last June 28-29, 2012 where they met with atleast 23 foreign investors. Such conference gave Puregold opportunity to capture the interest of foreign investors in emerging markets such as the Philippines – however, none of these refer nor imply any intention of Puregold “eyeing more foreign investors” nor Puregold “aiming to raise more funds”.*

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Corporate Information Officer