



August 10, 2012

DISCLOSURE DEPARTMENT

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

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

Subject: **Press Release: S&R and Parco stores in full operations in areas affected by the 'habagat' deluge**

Gentlemen/Mesdames:

Please find attached the press release of Puregold Price Club, Inc. (PGOLD) entitled "**Puregold, S&R and Parco stores in full operations in areas affected by the 'habagat' deluge**".

PGOLD shall be releasing this press release to inform the investing public of the full operations of the Puregold, S&R and Parco stores in the areas affected by the monsoon rains.

Thank you!

Very truly yours,

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

ATTY. CANDY DACANAY-DATUON
Corporate information Officer

PGOLD Press release – August 10, 2012

Puregold, S&R and Parco stores in full operations in areas affected by the “habagat” deluge

Puregold Price Club, Inc., the pure-retail-play company listed in the Philippine Stock Exchange, declared that, except for one Puregold store in Bulacan, all Puregold, S&R and Parco stores are fully operational in the areas affected by the prolonged monsoon rains in the last few days. The power interruption did not affect the full operations of these stores as there were stand-by generator facilities.

Five (5) Puregold and Parco stores in the affected areas closed during the “habagat” deluge as the selling areas were flooded. Some stores in the affected areas closed as the vicinity of the store locations were flooded and store people were unable to report for work.

The 5 S&R stores in Metro Manila and Pampanga were not affected by the floods.

In anticipation of the upsurge in purchases by residents in the affected areas, Puregold and Parco stores have buffer stocks of goods and merchandises for 15 to 30 days. However, there is a need to replenish fast-moving relief goods such as sardines, instant noodles, rice, bottled water and eggs. The merchandising and store people of Puregold had adequately addressed this situation.

Puregold and Parco stores maintained their selling prices at levels found in the stores prior to the onslaught of the monsoon rains.

Parking areas of the Puregold store in San Mateo, Rizal and the Parco store in Nangka, Marikina City were allowed to be used as staging areas for the evacuation of affected residents.

Puregold donated groceries and rice for the feeding programs undertaken by civic organizations for the flood victims.

- **End** -