



April 15, 2014

**Securities and Exchange Commission**  
SEC Building, EDSA, Mandaluyong City

Attention: **Director Vicente Graciano P. Felizmenio, Jr.**  
Markets and Securities Regulation Division

**Ms. Trixie Posadas**  
SEC Examiner

Subject: **SEC 17-C re Nomination of Directors**

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GENTLEMEN:

Please see attached SEC 17- C re Nominees for 2014 Board of Directors of Puregold Price Club, Inc.

Thank you.

Very truly yours,

  
**Atty. Candy H. Dacanay-Datuon**  
Assistant Corporate Secretary

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES  
REGULATION CODE AND SRC RULE 17.2 (C) THEREUNDER



Date of Report	April 15, 2014
SEC Identification Number	A199813754
BIR Tax Identification Number	201-277-095
Name of Issuer as specified in its charter	Puregold Price Club, Inc.
Address of principal office and postal code	No. 900 Romualdez St., Paco, Manila
Industry Classification Code	
Issuer's telephone number	523-3055
Former name	Not Applicable
Securities registered pursuant to Section 8 and 12 of the SRC or Sections 4 and 8 of the RSA	Number of Common shares – 2,766,406,406 Number of Treasury shares- 16,911,006
Indicate the item numbers reported therein	Other Matter/Event

**Other event:**

Please be informed of the following nominees for 2014 Board of Directors of Puregold Price Club, Inc.

1. Lucio L. Co, regular director
2. Susan P. Co, regular director
3. Leonardo B. Dayao, regular director
4. Ferdinand Vincent P. Co, regular director
5. Pamela Justine P. Co, regular director
6. Edgardo G. Lacson, regular director
7. Marilyn V. Pardo, regular director

Below are the brief description of the nominees:

**Lucio L. Co**, 59, Filipino

Mr. Co has been a Director and the Chairman of the Company since it was incorporated in September 1998. He is also currently the Chairman of Cosco Capital, Inc., Kareila Management Corporation, Puregold Finance, Inc., PPCI – Subic, Inc., Puregold Duty Free Subic, Inc., Ellimac Prime Holdings, Inc., NE Pacific Shopping Centers Corporation, Puregold Realty Leasing and Management, Inc., Pure Petroleum Corp. and President of Bellagio Holdings, Inc., Forbes Company, LCCK & Sons Realty Company, Puregold Duty Free, Inc., and Puregold Properties, Inc. He is a Director of 118 Holdings, Inc., Meritus Prime Distributions, Inc., Montosco, Inc., Nation Realty, Inc., Patagonia Holdings Corp., and Premier Wine and Spirits, Inc. He is a member of the Board of Trustees of Adamson University. Mr. Co has been an entrepreneur for the past 40 years.

**Susan P. Co**, 56, Filipino

Mrs. Co has been a Director, Vice-Chairman and Treasurer of the Company since it was incorporated in September 1998.

She is also currently the Chairman of Cosco Price, Inc. and Treasurer of Bellagio Holdings, Inc. She is also a Director of Kareila Management Corporation, PPCI-Subic, Inc., Ellimac Prime Holdings, Inc., 118 Holdings, Inc., Meritus Prime Distributions, Inc., Montosco, Inc., Nation Realty, Inc., Patagonia Holdings Corp., Premier Wine and Spirits, Inc., Pure Petroleum Corp., Forbes Company, KMC Realty Company, Puregold Duty Free, Inc., Puregold Duty Free (Subic), Inc., NE Pacific Shopping Centers Corporation and Puregold Properties, Inc. Ms. Co received a Bachelor of Science in Commerce from the University of Santo Tomas.

**Leonardo B. Dayao**, 70, Filipino  
President

Mr. Dayao has been a Director and the President of the Company since 1998.

He is also currently the Chairman of PSMT Philippines, Inc., President of Cosco Capital, Inc., Puregold Finance Inc. and NE Pacific Shopping Centers Corporation and Vice-President of Ellimac Prime Holdings, Inc., Bellagio Holdings, Inc., Puregold Properties, Inc., and VFC Land Resources, Inc. Mr. Dayao is also a Director of Fontana Development Corporation, Fontana Resort and Country Club, 118 Holdings, Inc., Ellimac Prime Holdings, Inc., Fertuna Holdings Corporation, and Nation Realty, Inc. Mr. Dayao was previously connected with Ayala Investment and Development Company as Vice-President from 1980 to 1984 and Bank of the Philippine Islands as Vice President from 1984 to 1994. Mr. Dayao received a Bachelor of Science degree in Commerce from the Far Eastern University. He is a Certified Public Accountant. He has completed Basic Management Program at Asian Institute of Management and earned units in MBA from University of the Philippines-Cebu.

**Ferdinand Vincent P. Co**, 32, Filipino  
Director

Mr. Co has been a Director of the Company since 2003.

Mr. Co is currently the President of Cosco Price, Inc., KMC Realty Company, Fertuna Holdings Corporation, 118 Holdings Inc., Meritus Prime Distributions, Inc., Montosco, Inc., Nation Realty, Inc., Patagonia Holdings Corporation, and VFC Land Resources. He is also a Director of Kareila Management Corporation, Bellagio Holdings, Inc., Maxent Investments, Inc., PSMT Philippines, Inc., Puregold Duty Free (Subic), Inc., Puregold Properties, Inc., Puregold Realty Leasing & Management, Inc., Premier Wine and Spirits, Inc., Pure Petroleum Corporation, and Ellimac Prime Holdings, Inc. Mr. Co received a Bachelor of Science degree in Entrepreneurial Management from the University of Asia and the Pacific.

**Pamela Justine P. Co**, 29, Filipino  
Director

Ms. Co has been a Director of the Company since 2003.

Ms. Co is also currently Director of Fertuna Holdings, Inc., 118 Holdings, Inc., Meritus Prime Distributions, Inc., Montosco, Inc., Nation Realty, Inc. Cosco Price, Inc., Ellimac Prime Holdings, Inc., KMC Realty Company, PSMT Philippines, Inc., Bellagio Holdings, Inc., Maxent Investments, Inc., Patagonia Holdings Corporation, Premier Wine and Spirits, Inc., Pure Petroleum Corp., Puregold Properties, Inc., Puregold Duty Free (Subic), Inc. and VFC Land

Resources, Inc. Ms. Co received a Bachelor of Science degree in Entrepreneurship from Thames International Business School.

**Marilyn V. Pardo**, 75, Filipino  
Independent Director

Mrs. Pardo was elected as an Independent Director of the Company on 5 October 2010.

She is currently the Chief Executive Officer of Asian Holdings Company, Downtown Properties, Inc., Casa Catalina Company, and Catalina Commercial Properties, Inc. Ms. Pardo received a Bachelor of Liberal Arts and an Associates Degree in Business from Assumption College.

**Edgardo G. Lacson**, 76, Filipino  
Independent Director

Mr. Lacson was elected as an Independent Director of the Company on October 5, 2010.

He is currently the Chairman of Metrostore Company, MIL Export Philippines, Beacon Environmental Management Services, Managing Director of Link Edge and the President of MIS Maritime Company, Safe Seas Shipping Agency, Marine Industrial Supply Company, and EML Realty. He is also the President of the Employers' Confederation of the Philippines and a Member of the Makati Business Development Council, Philippine Nippon Kyokai Technical, Philippine Interisland Shipping Association, Makati Zoning Committee, De La Salle Canlubang (International Marine Class Committee) and the Management Association of the Philippines. Mr. Lacson is a member of the Board of Trustees of Home Development Mutual Fund, Philippine Petroleum Sea Transport Association (PHILPESTA) and Dela Salle University. He is a Financial Consultant for the Office of the Vice-President of the Philippines and Consultant for the City Government of Makati and the Board of Trustees of The Academe. He is an Honorary Member of the Rotary Club of Diliman, Quezon City and of the Philippine Chamber of Commerce and Industry. He also serves as Independent Director in the Philippine Stock Exchange. Mr. Lacson received a Bachelor of Science in Commerce from De La Salle University.

#### SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PUREGOLD PRICE CLUB, INC.

15 April 2014

  
**Atty. Candy H. Dacanay-Datuon**  
Assistant Corporate Secretary