



107252013004034



SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
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Receipt Date and Time : July 25, 2013 04:40:36 PM
Received From : Head Office

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Doc Source

Company Information

SEC Registration No. A199813754
Company Name PUREGOLD PRICE CLUB INC.
Industry Classification
Company Type Stock Corporation

Document Information

Document ID 107252013004034
Document Type LETTER/MISC
Document Code LTR
Period Covered July 24, 2013
No. of Days Late 0
Department CED/CFD/CRMD/MRD/NTD
Remarks

COVER SHEET

A 1 9 9 8 1 3 7 5 4

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) 523-3055

(Company Telephone Number)

1 2

Month

3 1

Day

LETTER/MISC

(Form Type)

0 5

Month

1 4

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



24 July 2013

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

Attention: **Justina F. Callangan**
Director, Corporation Finance Department

Trixie Posadas
Examiner, Corporation Finance Department

Re: **Reply to letter dated July 18, 2013**

GENTLEMEN:

We acknowledge receipt of letter dated July 18, 2013.

Rest assured that the Company is adopting stricter measures to make sure all reports will be appropriately filed to the Commission.

Further, in compliance to the said letter, attached herewith are the original copies of the Special Power of Attorney signed by Lucio L. Co, Susan P. Co, Ferdinand Vincent P. Co and Pamela Justine P. Co ratifying the authority of the undersigned to sign in their behalf SEC Form 23-B that were filed on July 17, 2013 to the Commission, and also granting the same authority on every subsequent SEC Forms 23 A or SEC Form 23 B that need to be filed by any of the Co Family in the future.

Thank you very much.

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

Special Power of Attorney

Know All Men By These Presents:

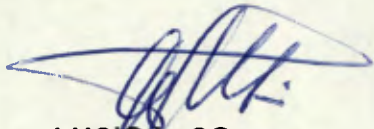
I, **LUCIO L. CO**, Filipino, of legal age, with office address at No. 900 Romualdez St., Paco, Manila, do hereby name, constitute and appoint **ATTY. CANDY H. DACANAY-DATUON and/or any of her appointed substitute**, for me and in my name, place and stead, to do and perform the acts specified hereunder:

1. To report and disclose to the Securities and Exchange Commission and Philippine Stock Exchange any acquisition and/or disposal of shares of stocks in Puregold Price Club, Inc., Cosco Capital, Inc., Da Vinci Capital Holdings, Inc. and other publicly-listed company, if any, through the SEC Form 23-A and/or SEC Form 23-B or any other form that may be required by the regulatory agencies.
2. To sign documents needed for the said purpose.

I hereby ratify all acts that were already performed particularly the SEC Form 23 A and B filed and signed in my behalf by Atty. Candy H. Dacanay-Datuon on July 17, 2013.

HEREBY GIVING AND GRANTING unto Atty. Candy H. Dacanay-Datuon and/or any of her appointed substitute such authority to do and perform every act requisite or necessary to carry into effect the foregoing acts, as fully to all intents and purposes as I might or could lawfully do if personally present, and hereby ratifying and confirming the acts that my said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

IN WITNESS WHEREOF, I have hereunto set my hand this 24th day of July 2013 at the City of Manila, Philippines.


LUCIO L. CO
 Affiant

Signed in the presence of:

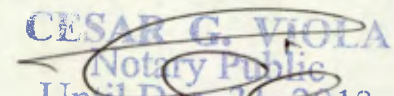
ACKNOWLEDGMENT

Republic of the Philippines)
 City of Manila) S.S.
 x-----x

BEFORE ME, this 24th day of July 2013 in the City of Manila personally appeared LUCIO L. CO with TIN No. 108-975-971 known to me to be the same person who executed the foregoing instrument, and he acknowledged to me that the same is his free act and deed.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my notarial seal, the day, year and place above written.

Doc. No. 90
 Page No. 19
 Book No. xxx/11
 Series of 2013.


CESAR G. VIOLA
 Notary Public
 Until Dec. 31, 2013
 PTR No. 1403274 01-02-13 Mla.
 IBP No. 905607 11-09-12 Mla.
 Roll No. 15654
 MCLE Compliance No. III
 0019431 12-2-10

Special Power of Attorney

Know All Men By These Presents:

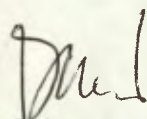
I, **SUSAN P. CO**, Filipino, of legal age, with office address at No. 900 Romualdez St., Paco, Manila, do hereby name, constitute and appoint **ATTY. CANDY H. DACANAY-DATUON and/or any of her appointed substitute**, for me and in my name, place and stead, to do and perform the acts specified hereunder:

1. To report and disclose to the Securities and Exchange Commission and Philippine Stock Exchange any acquisition and/or disposal of shares of stocks in Puregold Price Club, Inc., Cosco Capital, Inc., Da Vinci Capital Holdings, Inc. and other publicly-listed company, if any, through the SEC Form 23-A and/or SEC Form 23-B or any other form that may be required by the regulatory agencies.
2. To sign documents needed for the said purpose.

I hereby ratify all acts that were already performed particularly the SEC Form 23 A and B filed and signed in my behalf by Atty. Candy H. Dacanay-Datuon on July 17, 2013.

HEREBY GIVING AND GRANTING unto Atty. Candy H. Dacanay-Datuon and/or any of her appointed substitute such authority to do and perform every act requisite or necessary to carry into effect the foregoing acts, as fully to all intents and purposes as I might or could lawfully do if personally present, and hereby ratifying and confirming the acts that my said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

IN WITNESS WHEREOF, I have hereunto set my hand this 24th day of July 2013 at the City of Manila, Philippines.


SUSAN P. CO
Affiant

Signed in the presence of:

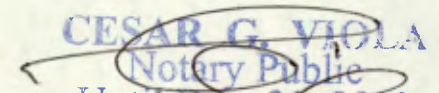
ACKNOWLEDGMENT

Republic of the Philippines)
City of Manila) S.S.
x-----x JUL 25 2013

BEFORE ME, this 24th day of July 2013 in the City of Manila personally appeared SUSAN P. CO with TIN No. 100-053-331 known to me to be the same person who executed the foregoing instrument, and she acknowledged to me that the same is her free act and deed.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my notarial seal, the day, year and place above written.

Doc. No. 91
Page No. 10
Book No. XXXIV
Series of 2013.


CESAR G. VIOLA
Notary Public
Until Dec. 31, 2013
PTR No. 1403274 01-02-13 Mla.
IBP No. 905607 11-09-12 Mla.
Roll No. 15654
MCLE Compliance No. III
0019431 12-2-10

Special Power of Attorney

Know All Men By These Presents:

I, **FERDINAND VINCENT P. CO**, Filipino, of legal age, with office address at No. 900 Romualdez St., Paco, Manila, do hereby name, constitute and appoint **ATTY. CANDY H. DACANAY-DATUON and/or any of her appointed substitute**, for me and in my name, place and stead, to do and perform the acts specified hereunder:

1. To report and disclose to the Securities and Exchange Commission and Philippine Stock Exchange any acquisition and/or disposal of shares of stocks in Puregold Price Club, Inc., Cosco Capital, Inc., Da Vinci Capital Holdings, Inc. and other publicly-listed company, if any, through the SEC Form 23-A and/or SEC Form 23-B or any other form that may be required by the regulatory agencies.
2. To sign documents needed for the said purpose.

I hereby ratify all acts that were already performed particularly the SEC Form 23 A and B filed and signed in my behalf by Atty. Candy H. Dacanay-Datuon on July 17, 2013.

HEREBY GIVING AND GRANTING unto Atty. Candy H. Dacanay-Datuon and/or any of her appointed substitute such authority to do and perform every act requisite or necessary to carry into effect the foregoing acts, as fully to all intents and purposes as I might or could lawfully do if personally present, and hereby ratifying and confirming the acts that my said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

IN WITNESS WHEREOF, I have hereunto set my hand this 24th day of July 2013 at the City of Manila, Philippines.


FERDINAND VINCENT P. CO
Affiant

Signed in the presence of:

ACKNOWLEDGMENT

Republic of the Philippines)
City of Manila) S.S.
x-----x

JUL 25 2013
BEFORE ME, this 24th day of July 2013 in the City of Manila personally appeared FERDINAND VINCENT P. CO with TIN No. 208-381-185 known to me to be the same person who executed the foregoing instrument, and he acknowledged to me that the same is his free act and deed.

JUL 25 2013
IN WITNESS WHEREOF, I have hereunto set my hand and affixed my notarial seal, the day, year and place above written.

Doc. No. **8E**
Page No. **19**
Book No. **XXXIV**
Series of 2013.

CESAR G. VIOLA
Notary Public
Until Dec. 31, 2013
PTR No. 1403274 01-02-13 Mla.
BP No. 905607 11-09-12 Mla.
Roll No. 15654
MCLE Compliance No. **III**
0019431 12-2-10

Special Power of Attorney

Know All Men By These Presents:



I, **PAMELA JUSTINE P. CO**, Filipino, of legal age, with office address at No. 900 Romualdez St., Paco, Manila, do hereby name, constitute and appoint **ATTY. CANDY H. DACANAY-DATUON and/or any of her appointed substitute**, for me and in my name, place and stead, to do and perform the acts specified hereunder:

1. To report and disclose to the Securities and Exchange Commission and Philippine Stock Exchange any acquisition and/or disposal of shares of stocks in Puregold Price Club, Inc., Cosco Capital, Inc., Da Vinci Capital Holdings, Inc. and other publicly-listed company, if any, through the SEC Form 23-A and/or SEC Form 23-B or any other form that may be required by the regulatory agencies.
2. To sign documents needed for the said purpose.

I hereby ratify all acts that were already performed particularly the SEC Form 23 A and B filed and signed in my behalf by Atty. Candy H. Dacanay-Datuon on July 17, 2013.

HEREBY GIVING AND GRANTING unto Atty. Candy H. Dacanay-Datuon and/or any of her appointed substitute such authority to do and perform every act requisite or necessary to carry into effect the foregoing acts, as fully to all intents and purposes as I might or could lawfully do if personally present, and hereby ratifying and confirming the acts that my said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

IN WITNESS WHEREOF, I have hereunto set my hand this 24th day of July 2013 at the City of Manila, Philippines.


PAMELA JUSTINE P. CO
 Affiant 

Signed in the presence of:

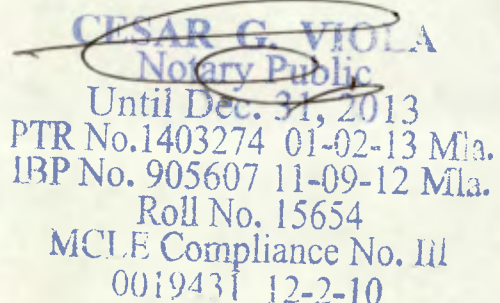
ACKNOWLEDGMENT

Republic of the Philippines)
 City of Manila) S.S.
 x-----x

BEFORE ME, this 24th day of July 2013 in the City of Manila personally appeared PAMELA JUSTINE P. CO with TIN No. 212-169-431 known to me to be the same person who executed the foregoing instrument, and she acknowledged to me that the same is her free act and deed.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my notarial seal, the day, year and place above written.

Doc. No. 89
 Page No. 19
 Book No. XXXIV
 Series of 2013.


CESAR G. VIOLA
 Notary Public
 Until Dec. 31, 2013
 PTR No. 1403274 01-02-13 Mla.
 IBP No. 905607 11-09-12 Mla.
 Roll No. 15654
 MCL E Compliance No. III
 0019431 12-2-10