



103012013001903



## SECURITIES AND EXCHANGE COMMISSION

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Company Information

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

### Document Information

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# 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

**SEC FORM 17 - C**

(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

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

1. **28 February 2013**  
Date of Report (Date of earliest event reported)
2. SEC Identification Number **A199813754**
3. BIR Tax Identification No. **201-277-095**
4. **PUREGOLD PRICE CLUB, INC.**  
Exact name of issuer as specified in its charter
5. ....  (SEC Use Only)  
Province, country or other jurisdiction of Incorporation      Industry Classification Code:  
7. **No. 900 Romualdez St., Paco, Manila**      **1007**  
Address of principal office      Postal Code
8. **Tel No. (02) 532-3055**  
Issuer's telephone number, including area code
9. ....  
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 7 and 8 of the RSA:

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt
<b>Common shares</b>	<b>2,766,406,250</b>
<b>Notes Payable</b>	<b>Php5,000,000,000</b>
<b>Trust Receipts Payable</b>	<b>Php8,634,129</b>

11. Indicate the item numbers reported herein: **Item No. 9 Other Events**

**Item No. 9 Other events:**

Please be informed of the resignation of Ms. Marissa Delos Reyes, Senior Accounting Manager of Puregold Price Club, Inc., effective February 28, 2013. The cause of her resignation is due to personal reasons. Ms. Marissa Delos Reyes will be replaced by Mr. Teodoro A. Polinga.

Mr. Polinga is a Certified Public Accountant. He graduated *Magna Cum Laude* from the Holy Name University, Tagbilaran City in 1978 with a degree of Bachelor of Science and Commerce (Accountancy) and completed a Management Development Program with Asian Institute of Management in 1990. He has extensive exposure in financial management, accounting and reporting systems having engaged himself in several domestic and foreign companies mostly as Chief Finance Officer.

**SIGNATURE**

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

PUREGOLD PRICE CLUB, INC.

28 February 2013

  
**ATTY. CANDY H. DACANAY-DATUON**  
Assistant Corporate Secretary  
And Compliance Officer