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SECURITIES AND EXCHANGE COMMISSION

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Company Information

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

Document Information

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COVER SHEET

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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 H. 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

0 8

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. **27 December 2012**
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:
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
Common shares	2,766,406,250
Notes Payable	Php5,000,000,000
Trust Receipts Payable	Php8,634,129

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

Item No. 9 Other events:

During the Meeting of the Board of Directors of Puregold Price Club, Inc. held on December 27, 2012 at the Acacia Hotel, Alabang, Muntinlupa City, the Board approved the following:

1. Declaration of cash dividend with details as follows:
 - P0.10 per share as regular dividend
 - P0.10 per share as special dividend
 - Record Date: 14 January 2013
 - Payment Date: 7 February 2013

2. Employees Retirement Plan

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 December 2012



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