



102232012001015



SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

Barcode Page

The following document has been received:

Receiving Officer/Encoder : Edmundo Guia
Receiving Branch : SEC Head Office
Receipt Date and Time : February 23, 2012 03:20:41 PM
Received From : Head Office

Company Representative

Doc Source

Company Information

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

Document Information

Document ID 102232012001015
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code 17-C
Period Covered February 17, 2012
No. of Days Late 0
Department CFD
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) 524-4451/ 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



23 February 2012

SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, Greenhills,
Mandaluyong City, Metro Manila

Attention: Director Justina F. Callangan
Corporate Finance Division

Re: Submission of Current Report, SEC FORM 17-C

GENTLEMEN:

In accordance with Section 17.1 of the Amended Implementing Rules and Regulations of the Security Regulation Code, I am submitting herewith current report under SEC Form 17-C for the disclosure of material events duly approved by the Board of Directors during the meeting held on 17 February 2012, 5 pm.

Thank you.

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Compliance Officer

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. **17 February 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 Industry Classification Code:
Incorporation
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 8 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Common shares	2,000,000,000
11. Indicate the item numbers reported herein: **Item No. 9 Other Events**

Item No. 9 Other events:

On 17 February 2012, at the Board of Directors Meeting of Puregold Price Club, Inc., where there was a quorum, the following items were duly approved by the Board:

1. **2011 Audited Financial Statements** – Upon recommendation of the Audit Committee, the Audited Financial Statements of Puregold Price Club, Inc. and its subsidiary, Puregold Junior Supermarket, Inc., for the period ending 31 December 2011 was duly approved and passed upon by the Board.

2. **Employee's Retirement Plan** – Management was given authority to set up a Retirement Plan and appoint a Corporate Trustee and Retirement Board of Trustee.

3. **Stock Option Plan** – Management was given authority to establish a Stock Option Plan for the employees of Puregold Price Club, Inc. and its subsidiary, Puregold Junior Supermarket, Inc.

4. **Charter of the Audit Committee** – Upon recommendation of the Audit Committee, the Charter of the Audit Committee was duly approved and will take effect starting 17 February 2012.


5. **Merger/Acquisition of S&R Membership Shopping** - the Board has approved the request of the management and granted thereto authority to commence study and discussion with the management of S&R Membership Shopping for the possible merger/acquisition of S&R Membership Shopping by Puregold Price Club, Inc. at terms and conditions satisfactory to both parties.

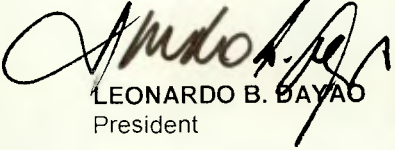
SIGNATURES

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.

22 February 2012


ATTY. CANDY H. DACANAY
Compliance Officer


LEONARDO B. BAYAO
President