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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

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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 DACANAY-DATUON

(Contact Person)

(02) 524-4451/ 523-3055

(Company Telephone Number)

1 2 3 1

Month Day

SEC FORM 17-C

(Form Type)

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Month 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. **21 MARCH 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:
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 § 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 21 March 2012, at the meeting of the Executive Committee of Puregold Price Club, Inc., where there was a quorum, the Annual Stockholders Meeting was set on 8 May 2012, in accordance with the By-Laws of the Company, 2 pm, at Fairways, Manila Golf & Country Club, Harvard Road, Forbes Park, Makati City.

The record date was set to be on 4 April 2012 for the determination of stockholders entitled to notice of, and to vote at, the said annual stockholders meeting.

SIGNATURES

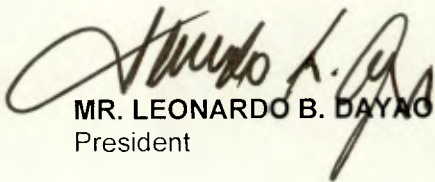
Pursuant to the requirements of the Securities Regulation Code, the Company has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PUREGOLD PRICE CLUB, INC.

21 March 2012



ATTY. CANDY H. DACANAY
Compliance Officer



MR. LEONARDO B. DAYAO
President