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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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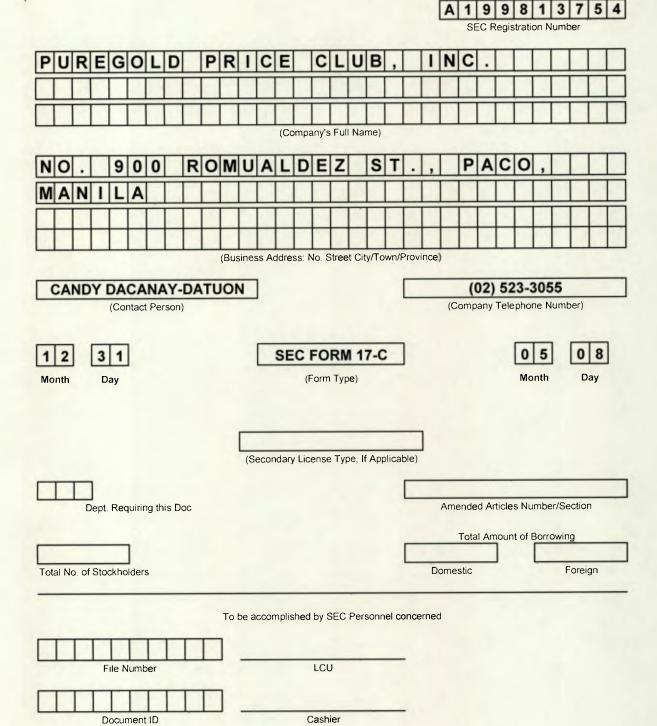
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Period Covered September 21, 2012

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Remarks

## **COVER SHEET**





27 September 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 re Result of PGOLD's

**Executive Committee Meeting dated 21 September 2012** 

#### **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 during the meeting of the Executive Committee on 21 September 2012.

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.	21 September 2012	ostod)
	Date of Report (Date of earliest event rep	orted)
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 ch	narter
5.		(SEC Use Only)
	Province, country or other jurisdiction of Incorporation	Industry Classification Code:
7.	No. 900 Romualdez St., Paco, Manila Address of principal office	<b>1007</b> Postal Code
8.	Tel No. (02) 532-3055 Issuer's telephone number, including area	a code
9.	Former name or former address, if change	ed since last report
10.	Securities registered pursuant to Sections	8 and 12 of the SRC or Sections \$ and 8 of the RS/
	Title of Each Class	Number of Shares of Common Stock  Outstanding and Amount of Debt Outstanding
	Common shares	2,766,406,250
11.	Indicate the item numbers reported herein	: Item No. 9 Other Events
	C Form 17-C cember 2003	

Item No. 9 Other events:

A. In accordance with SRC Rule 17.1 A (iii) requiring publicly-listed companies to promptly report material facts or events occuring in the company, please be informed that during the Meeting of the Executive Committee on 21 September 2012, the Committee approved the commencement of the process of the possible issuance by PGOLD of corporate notes to tap the domestic debt market.

The possible issuance of PGOLD corporate notes shall be in an issue size and in such terms and conditions beneficial to PGOLD. Expected proceeds from such possible corporate notes issuance shall be earmarked to finance PGOLD's new store-roll outs, organically and via acquisitions.

For the necessary market soundings and all relevant preparations until the actual issuance of the PGOLD corporate notes, PGOLD has appointed First Metro Investment Corporation as its lead underwriter and arranger.

### **SIGNATURE**

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.

27 September 2012

ATTY. CANDY H. DACANAY-DATUON

Compliance Officer