

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

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



9 May 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 Annual Stockholders' Meeting dated 8 May 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 Annual Stockholders' Meeting held on 8 May 2012.

Thank you.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'DACH'.

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. **8 MAY 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**

SEC Form 17-C
December 2003

Item No. 9 Other events:

Please be informed that in the Annual Stockholders Meeting of Puregold Price Club, Inc. ("Corporation") held on 8 May 2012, the stockholders representing more than 2/3 of the outstanding capital of the corporation have approved the following transactions:

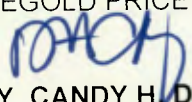
1. Annual Report of the President;
2. 2011 Audited Financial Statement;
3. All other acts and resolutions of the Board of Directors and Management from the date of the previous stockholders' meeting;
4. Election of the following regular and independent directors for the year 2012:
 - a. Lucio L. Co
 - b. Susan P. Co
 - c. Ferdinand Vincent P. Co
 - d. Pamela Justine P. Co
 - e. Leonardo B. Dayao
 - f. Marilyn V. Pardo as Independent Director
 - g. Edgardo G. Lacson as Independent Director
5. Re-appointment of Manabat & Sanagustin, KPMG, as External Auditor for the year 2012;
6. Acquisition by the Company of 1,703,125 shares of Kareila Management Corporation through a share for share swap of 766,406,250 shares of the Company with the Co Family, and the waiver by at least a majority of the outstanding shares held by the minority stockholders of PGOLD of the rights or public offering requirement provided in Section 5, Part A of Article V of the Revised Listing Rules of the Philippine Stock Exchange;
7. Approval of the Stock Option Plan.

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.

9 May 2012


ATTY. CANDY H. DACANAY-DATUON
Compliance Officer