

# 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) 523-3055

(Company Telephone Number)

1 2

Month

3 1

Day

SEC FORM 17-C

(Form Type)

0 5

Month

1 4

Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowing

Domestic

Foreign

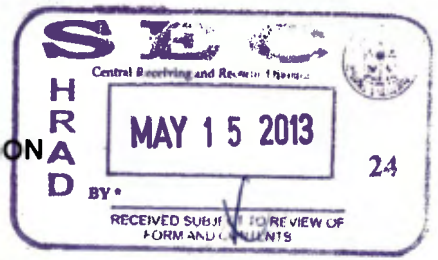
To be accomplished by SEC Personnel concerned

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. **14 May 2013**  
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 7 and 8 of the RSA:

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt
<b>Common shares</b>	<b>2,766,406,406</b>
<b>Trust Receipts Payable</b>	<b>Php8,634,129</b>

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

**Item No. 9 Other events:**

Please be informed that in the special meeting of the Board of Directors held today, 14 May 2013, immediately after the Annual Stockholders' Meeting, the following were duly appointed Corporate Officers of Puregold Price Club, Inc.:

Chairman	: Lucio L. Co
Vice-Chairman	: Susan P. Co
President	: Leonardo B. Dayao
Treasurer	: Susan P. Co
Corporate Secretary	: Baby Gerlie Sacro
Assistant Corporate Secretary And Compliance Officer	: Atty. Candy H. Dacanay-Datuon

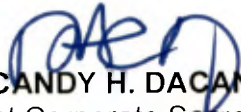
Atty. Candy H. Dacanay-Datuon is likewise authorized by the Board to sign SEC forms 17-C for and in behalf of Puregold Price Club, Inc.

**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.

14 May 2013

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