

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

Dept. Requiring this Doc

Amended Articles Number/Section

Amended Articles Number/Section

Total No. of Stockholders

Total No. of Stockholders

Total Amount of Borrowing

Domestic

Domestic

Foreign

Foreign

To be accomplished by SEC Personnel concerned

File Number

File Number

LCU

LCU

Document ID

Document ID

Cashier

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 special meeting held on 13 April 2012.

Thank you.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'Candy H. Dacanay-Datuon'.

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. **13 April 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 8 and 12 of the RSA

Title of Each Class	Number of Shares of Common Stock
	Outstanding and Amount of Debt Outstanding
<b>Common shares</b>	<b>2,000,000,000</b>

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

**Item No. 9 Other events:**

- I. During the special meeting of the Board of Directors of Puregold Price Club, Inc. held on 13 April 2012 at its principal office, the Board approved the following:
  - A. Execution of an Agreement between the Company and the Sellers of Kareila Management Corporation namely, Lucio L. Co, Susan P. Co, Ferdinand Vincent P. Co, Pamela Justine P. Co and Anthony G. Sy.  
  
The Agreement principally contains the acquisition by the Company of 1,703,125 shares of Kareila Management Corporation (Kareila) representing one hundred percent (100%) of its outstanding capital stock in exchange for 766,406,250 shares of the Company with the Co Family (Sellers) or equivalent to 450 new common shares of the Company for each Kareila share.
  - B. Authority of the President, Mr. Leonardo B. Dayao, to act as representative and signatory of the Company on the said Agreement.
- II. On the same day, Puregold Price Club, Inc. and the Co Family/Sellers of Kareila Management Corporation have already signed and executed the said Agreement whereby PGOLD is acquiring 1,703,125 shares of Kareila Management Corporation (Kareila) representing one hundred percent (100%) of its outstanding capital stock in exchange for 766,406,250 shares of PGOLD with the Co Family (Sellers) or equivalent to 450 new common shares of PGOLD for each Kareila share.

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.

16 April 2012

  
**ATTY. CANDY H. DACANAY**  
Compliance Officer