

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 3 1
Month Day

SEC FORM 17-C

(Form Type)

0 5 0 8
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

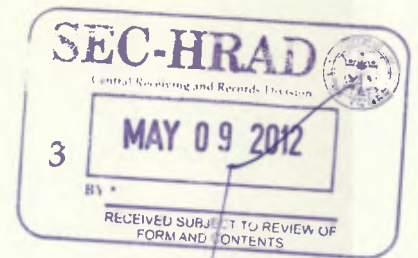
To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier



9 May 2012

SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, Greenhills,
Mandaluyong City, Metro Manila

Attention: **Director Justina F. Callangan**
Corporate Finance Division

Ms. Trixie Posadas, SEC Analyst

Re : **Special Cash Dividend Declaration and Re-appointment
of Corporate Officers**

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 8 May 2012.

Thank you.

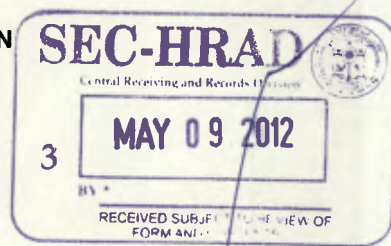
Very truly yours,


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. **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 8 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:

A. In accordance with SRC Rule 17.1 A (iii) requiring publicly-listed companies to promptly report material facts or events occurring in the company, please be informed that during the Meeting of the Board of Directors on 8 May 2012, the Board approved the following resolutions:

- I. Declaration of a special cash dividend of 20% of the Company's par value or ₱0.20 per share, the particulars of which are as follows:

Record Date : 22 May 2012
Payment Date : 5 June 2012

- II. Re-appointment of the following corporate officers:

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

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.

9 May 2012


ATTY. CANDY H. DACANAY-DATUON
Compliance Officer