



June 29, 2015

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

Attention: **Director Vicente Graciano P. Felizmenio, Jr.**
Markets and Securities Regulation Division

Philippine Stock Exchange
Ayala Avenue, Makati City

Attention: **Ms. Janet Encarnacion**
Head – Disclosure Department

Subject: PUREGOLD STEPS UP SUPERMARKET ACQUISITION

GENTLEMEN:

Please see attached reply of Puregold Price Club, Inc. on letter dated June 29, 2015 sent by the Philippine Stock Exchange requiring the company to confirm and/or clarify news entitled, "Puregold Steps Up Supermarket Acquisition", posted in Manila Bulletin (Internet Edition) dated June 27, 2015.

Thank you.

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE AND SRC RULE 17.2 (C) THEREUNDER

Date of Report	June 29, 2015
SEC identification Number	A199813754
BIR Tax Identification Number	201-277-095
Name of Issuer as specified in its charter	Puregold Price Club, Inc.
Address of principal office and postal code	No. 900 Romualdez St., Paco Manila
Industry Classification Code	
Issuer's Telephone number	(632) 523-3055
Former Name	Not Applicable
Securities registered pursuant to Section 8 and 12 of the SRC or Sections 4 and 8 of the RSA	Number of Common Shares – 2,765,981,406 Number of Treasury shares – 19,381,471 Debt- 3,818,700,000
Indicate the item numbers report therein	Other Matter/Event

Other Matters:

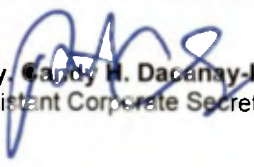
Please see attached reply of Puregold Price Club, Inc. on letter dated June 29, 2015 sent by the Philippine Stock Exchange requiring the company to confirm and/or clarify news entitled, "Puregold Steps Up Supermarket Acquisition", posted in Manila Bulletin (Internet Edition) dated June 27, 2015.

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.

June 29, 2015


Atty. Candy H. Dacanay-Patuon
Assistant Corporate Secretary



June 29, 2015

DISCLOSURE DEPARTMENT

Philippine Stock Exchange
Ayala Avenue, Makati City

Attention: Ms. Janet Encarnacion, Head-Disclosure Department

Re: News Article entitled, "PUREGOLD STEPS UP SUPERMARKET ACQUISITION" posted in Manila Bulletin (Internet Edition) on June 27, 2015

In reply to your letter dated June 29, 2015 requesting for the clarification or confirmation of the news article posted in Manila Bulletin (internet edition) on June 27, 2015, which is quoted here below:

"PUREGOLD STEPS UP SUPERMARKET ACQUISITION

Puregold Price Price Club, Inc., the second largest grocery retailer in the Philippines, expects to acquire at least one more supermarket chain worth P800 million to P1.4 billion this year. "We are close to finalization but we still cannot disclose yet," said Leonardo Dayao, president of Puregold's parent company Cosco Capital, adding that the deal will be sealed within the year. However, Dayao said the target company has 8 stores and is bigger than their recently acquired chain in Nueva Ecija. "Its around 30 percent bigger than the one in Nueva Ecija and its worth around P800 million to P1.4 bilion, depending on final valuation."

Dayao said the target acquisition "will give us presence in areas where we are not heavily represented." With annual revenues of P400 million, the target supermarket chain is seen to increase Puregold's total revenues by 4 percent.

He added that Puregold will continue to look for acquisition opportunities as a means to ramp up its expansion. It will also continue to expand its existing brands other than Puregold. Dayao said they will be putting up one branch of their upscale S&R Membership Club in Nuvali, Laguna this year and will open three more branches of the warehouse club in 2016. (JAL)"

We confirm the foregoing statements of Mr. Leonardo B. Dayao, President of Cosco Capital, Inc., but we would like to correct the annual revenue of the target supermarket chain from P400 Million to P4 Billion.

As Mr. Dayao said, the transaction is still being finalized and we will surely disclose more specific details of this transaction soon.

Thank you.

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary