



March 26, 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 opens 1st Lawson Store in Philippines

GENTLEMEN:

Please see attached SEC 17-C re Press Release issued by Puregold Price Club, Inc. entitled, "Puregold opens 1st Lawson Store in Philippines".

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	March 26, 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 – 2,766,281,406 Number of Treasury shares – 17,036,006 Debt- 3,818,700,000
Indicate the item numbers report therein	Other Matter/Event

Other Matters:

Please see below press release issued by Puregold Price Club, Inc. dated March 26, 2015.

"PG Lawson, Inc., a Joint Venture Company between Puregold Price Club, Inc. and Lawson Asia Pacific, Inc. have set to open the 1st Lawson store in the Philippines on March 30, 2015 in Sta. Ana, Manila, an urban residential area.

Lawson has set a target of rolling out 500 convenience stores by 2020. Under the partnership, Lawson will provide its expertise in convenient stores know-how and product development while Puregold will provide its expertise in product procurement and localized knowledge of the retail consumers.

With the opening of the first store, Lawson sets in motion the planned 50 stores openings in 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.

March 26, 2015


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary