

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 H. 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 3

Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowing

Domestic

Foreign

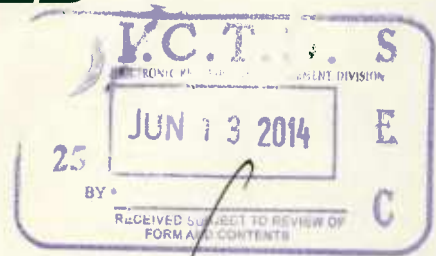
To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier



June 13, 2014

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

Ms. Trixie Posadas
SEC Examiner

Subject: JOINT VENTURE AGREEMENT WITH LAWSON, INC. AND LAWSON ASIA PACIFIC, INC.

GENTLEMEN:

Please see attached SEC 17-C re Result of Board Meeting of Puregold Price Club, Inc. held on June 12, 2014 re signing of Joint Venture Agreement with Lawson, Inc. and Lawson Asia Pacific, Inc. for the construction and operation of chain of convenient stores in the Philippines.

Very truly yours,

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

Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

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

Date of Report	June 12, 2014
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	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 – 2,766,406,406 Number of Treasury shares- 16,911,006
Indicate the item numbers reported therein	Other Matter/Event

Other event:

Please be informed Puregold Price Club, Inc. signed a Joint Venture Agreement with Lawson, Inc. and Lawson Asia Pacific, Inc. on June 12, 2014.

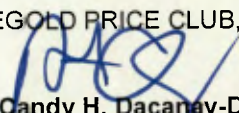
Puregold and Lawson intend to build and operate a series of convenient stores all over the Philippines. The parties' investment share is 70% Puregold and 30% Lawson.

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 13, 2014


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary