

**PRIME MEDIA HOLDINGS INC.**

*(Formerly 1st e-Bank Corporation)*

10Flr. MGO Building, Legazpi corner Dela Rosa Streets, Legazpi Village, Makati City  
Tel. Nos. (632)889-9009 Telefax (632) 888-0811

22 October 2013

**PHILIPPINE STOCK EXCHANGE**

Disclosure Department  
3/F PSE Plaza  
Ayala Triangle, Ayala Avenue  
Makati City

**SECURITIES AND EXCHANGE COMMISSION**

Corporation & Finance Department  
S.E.C. Building, EDSA  
Mandaluyong City

Attention : **MS. JANET A. ENCARNACION**  
HEAD  
Disclosure Department

**DIR. JUSTINA F. CALLANGAN**  
Corporation & Finance Department

In compliance with the Revised Disclosure Rules of the Exchange and the Securities Regulation Code, Prime Media Holdings, Inc. hereby notifies the Commission and the Exchange of the appointment of Rolando S. Santos as Assistant Treasurer of PRIME MEDIA HOLDINGS, INC.

Very truly yours,

**PRIME MEDIA HOLDINGS, INC.**

By:



**Tanya Pamela C. Caronongan**  
*Corporate Information Officer*

# COVER SHEET

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 S.E.C. Registration Number

P	R	I	M	E		M	E	D	I	A		H	O	L	D	I	N	G	S	,		I	N	C	.
(formerly FIRST E-BANK)																									

  
 (Company's Full Name)

N	O	.		3		S	A	N		A	N	T	O	N	I	O		S	T	.					
B	O	.		K	A	P	I	T	O	L	Y	O		P	A	S	I	G		C	I	T	Y		

  
 (Business Address: No. Street/City/Province)

**VIVIAN S. LIBAN**  
 Contact Person

**889-9009**  
 Company Telephone Number

1	2	3	1
Month		Day	
Fiscal Year			

May  

**17-C**

  
 FORM TYPE

Every 3<sup>rd</sup> Tuesday of  

0	5	3 <sup>rd</sup>
Month		Day

  
 Annual Meeting

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles  
 Number/Section

**1,917**  
 Total No. of Stockholders

Total Amount of Borrowings  

<b>NONE</b>	<b>none</b>
Domestic	Foreign

To be accomplished by SEC Personnel concerned  

File Number													
Document I.D.													

\_\_\_\_\_  
 LCU  
 \_\_\_\_\_  
 Cashier


STAMPS

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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. 22 October 2013  
Date of Report (Date of earliest event reported)
2. SEC Identification Number 22401    3. BIR Tax Identification No. 000-491-007
4. PRIME MEDIA HOLDINGS, INC.  
Exact name of issuer as specified in its charter
5. MANDALUYONG CITY, PHILIPPINES     (SEC Use Only)  
Province, country or other jurisdiction of incorporation    Industry Classification Code:
7. NO. 3 SAN ANTONIO ST., BO. KAPITOLYO, PASIG CITY    1603  
Address of principal office    Postal Code
8. (632) 889-9009  
Issuer's telephone number, including area code
9. N/A  
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA  

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
<u>COMMON STOCK, P1 par value</u>	<u>387,144,437</u>
<u>PREFERRED STOCK, P1 par value</u>	<u>48,601,490</u>

11. Indicate the item numbers reported herein:

ITEM 4. APPOINTMENT OF ASSISTANT TREASURER

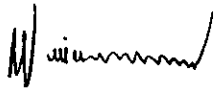
In a special meeting of the Board of Directors held last 22 October 2013, the Board, resolved to appoint Mr. Rolando S. Santos as Assistant Treasurer of the Corporation. Attached herewith are copies of his curriculum vitae and acceptance of his nomination as Annex "A" to "B", respectively.

**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.

PRIME MEDIA HOLDINGS, INC.  
Issuer

22 October 2013  
Date



MONICA ISABELLE I. VILLANUEVA  
Corporate Secretary

## ROLANDO S. SANTOS

### WORK EXPERIENCE

EPCIB/BDO  
2001-2013

Branch Head/Cluster head for Makati branches (VP)

BANK OF COMMERCE  
1984-2001

Branch head in Diliman Quezon City to Area Head (VP) for Metro and Provincial branches

PRODUCERS BANK OF THE PHILIPPINES  
1981-1984

Branch head in West Avenue, Quezon City and Marikina

FAR EAST BANK AND TRUST CO. (FEBTC)  
1972-1981

Clerical position from October 1972 to March 1977  
Appointed officer in October 1977 as junior officer and as a Manager upon resignation in 1981

MALACANANG INFORMATION AND ASSISTANCE UNIT  
Manila  
1970-72

Liaison Officer under the office of the Executive Secretary for directory assistance for the various offices within the Malacanang compound

GENERAL HARDWARE CO<sup>h</sup> Avenue, Cubao Quezon City  
20<sup>th</sup> Avenue, Cubao Quezon City  
1968 - 1970

*Job description:*

Manual labor, machine operator and helper for deliveries

**SEMINARS ATTENDED**

Various Business and Bank related seminars

**EDUCATIONAL BACKGROUND**

High School - Roosevelt College, Marikina SY1967  
College - University of the East (BSBA) Manila SY1971

Civil Service Eligibility: Professional Level

**PERSONAL INFORMATION**

Birthday	:	February 17, 1950
Birthplace	:	Marikina City
Civil Status	:	Married
Wife	:	Estrellita T Santos
Nature of Work	:	Housewife/Church Volunteer
Children	:	Ma. Erika T Santos Jose Enrico T Santos Jose Estelito T Santos
Hobbies	:	Fishing and Tennis

The Board of Directors  
PRIME MEDIA HOLDINGS, INC.  
No. 3 San Antonio Street  
Bo. Kapitolyo, Pasig City 1603

Annex "B"

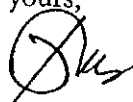
22 October 2013

Re: Acceptance of Nomination and Certification

Gentlemen:

I hereby accept my appointment as Assistant Treasurer of Prime Media Holdings, Inc. ("PMHI"). I hereby certify that, to the best of my knowledge, I possess all of the qualifications and none of the disqualifications to be appointed as Assistant Treasurer as provided under the Corporation Code, related laws and issuances of the Securities and Exchange Commission, and the Corporation's Manual on Corporate Governance.

Very truly yours,



ROLANDO S. SANTOS