

PRIME MEDIA HOLDINGS INC.

(Formerly 1st e-Bank Corporation)

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

14 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. submits the attached SEC Form 17-C in connection with the penalty imposed by the Honorable Commission for failure to comply with SRC Rule 17.1(1)(A)(i).

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	.
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(Company's Full Name)

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

VIVIAN S. LIBAN

Contact Person

889-9009

Company Telephone Number

1	2	3	1
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Month Day
Fiscal Year

17-C

FORM TYPE

Every 3rd Tuesday of

0	5	3 rd	Tue
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Month Day
Annual Meeting

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Secondary License Type, If Applicable

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Dept. Requiring this Doc.

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Amended Articles Number/Section

1,917

Total No. of Stockholders

Total Amount of Borrowings

NONE

Domestic

none

Foreign

To be accomplished by SEC Personnel concerned

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File Number

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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. 11 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 9 OTHER EVENTS

The Honorable Commission ordered ¹Prime Media Holdings, Inc. to pay a penalty of Two Hundred Four Thousand Pesos Pesos (PhP204,000.00) for its third failure to comply with SRC Rule 17.1(1)(A)(i).

SIGNATURES

¹ A copy of the Order on Payment of Penalty is attached herein as Annex "A".
SEC Form 17-C 1
December 2003

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

14 October 2013
Date



TANYA PAMELA C. CARONONGAN
Assistant Corporate Secretary



Republic of the Philippines
Department of Finance
Securities and Exchange Commission
SEC Building, EDSA, Greenhills, Mandaluyong City

Annex " A "

CORPORATION FINANCE DEPARTMENT

October 10, 2013

By Fax/Mail

MR. MANOLITO A. MANALO
President
PRIME MEDIA HOLDINGS, INC.
No. 3 San Antonio Street
Bo. Kapitolyo, Pasig City

Dear Mr. Manalo:

This refers to the company's letter dated September 30, 2013 in relation to the late filing of its Annual Report (SEC Form 17-A) for the fiscal year ended December 31, 2012 in violation of SRC Rule 17.1(1)(A)(i).

Please be advised that the justification cited therein is without merit. Delay due to inadvertence or misinterpretation of SEC Memorandum Circular No. 7, Series of 2012 is not a valid ground to exonerate it from late filing of the Annual Report.

SEC Memorandum Circular No. 7, Series of 2012 is not applicable to all listed companies as stated under par. 2(b):

"X x x

2. The above filing schedule shall not apply to the following corporations:

X x x

- b. Those whose securities are listed on the Philippine Stock Exchange. These entities shall continue to observe the due date of filing of their AFS as attachment to their Annual Reports (SEC Form 17-A), in accordance with the Implementing Rules and Regulations of the Securities Regulation Code." (*emphasis supplied*)

Reporting companies are strictly mandated to comply with their reportorial obligations under the Securities Regulation Code and its Implementing Rules and Regulations.

Considering that this is the company's **third violation¹** of the said Rule, it is hereby assessed a penalty of Two Hundred Four Thousand Pesos (P204,000.00) based on the *Consolidated Scale of Fines* (SEC Memorandum Circular No. 6, series of 2005), computed as follows:

Basic Penalty (^{2nd} violation)	No. of days delay (from April 16, 2013² to April 19, 2013)	Daily Penalty	TOTAL PENALTY
P 200,000.00	4 days	P 1,000.00 x 4 = P4,000	P 204,000.00

It is hereby directed to pay the said penalty by way of cash, Manager or Cashier's Check payable to the Securities and Exchange Commission within five (5) days from receipt of this letter.

Very truly yours,


VICENTE GRACIANO P. FELIZMENIO, JR.
 Director

¹ 2nd violation paid on September 18, 2007
² April 15, 2013 - Due date for filing SEC Form 17-A