

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

19 September 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

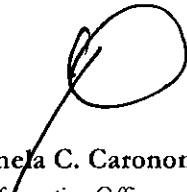
DIR. JUSTINA F. CALLANGAN
Corporation & Finance Department

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 20(11)(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	.
(f	o	r	m	e	r	l	y		F	I	R	S	T		E	-	B	A	N	K)			

(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		

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

VIVIAN S. LIBAN
Contact Person

889-9009
Company Telephone Number

1	2
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Month

3	1
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Day

Fiscal Year

17-C
FORM TYPE

Every 3rd Tuesday of

0	5
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Month

3 rd	Tue
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Day

Annual Meeting

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

1,917
Total No. of Stockholders

NONE
Domestic

none
Foreign

Total Amount of Borrowings

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier


STAMPS

Remarks = pls. Use black ink for scanning purposes

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. 20 February 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 One Hundred Forty Two Thousand Five Hundred Pesos (PhP142,500.00) for failure to comply with SRC Rule 20(11)(a)(i). Said penalty was paid on 20 February 2013, as evidenced by Official Receipt No. 0860420².

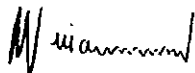
¹ A copy of the Order on Payment of Penalty is attached herein as Annex "A".
² A copy of the Official Receipt 0860420 is attached herein as Annex "B".

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

19 September 2013
Date



MONICA ISABELLE I. VILLANUEVA
Corporate Secretary



Republic of the Philippines
SECURITIES AND EXCHANGE COMMISSION
 SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila

ANNEX "A"

CORPORATION FINANCE DEPARTMENT

IN MATTER OF

PRIME MEDIA HOLDINGS, INC.

SEC-CFD ORDER NO. 028
 SERIES OF 2017

:
:
:
:
X

ORDER ON PAYMENT OF PENALTY

The records on file with this Commission show that **PRIME MEDIA HOLDINGS, INC.** failed to comply with the requirements prescribed under SRC Rule 20(11)(a)(1).

As a result, the company was assessed and ordered to pay a total fine of **One Hundred Forty-Two Thousand Five Hundred Pesos (P142,500.00)** computed pursuant to the *Consolidated Scale of Fines* (SEC Memorandum Circular No. 6, series of 2005), which it paid on February 20, 2013 as shown by Official Receipt Number 0860420.

The company is admonished to take all appropriate measures to ensure its faithful and timely compliance with the said Rule. Any further violation shall subject the company and/or its responsible officers to heavier penalties as may be provided for by law.

SO ORDERED.

EDSA, Greenhills, Mandaluyong City, Philippines.

February 21, 2013.

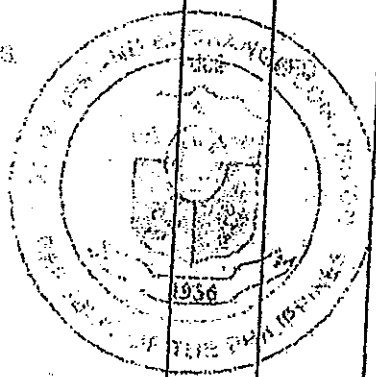
JUSTINA F. CALLANGAN
 Acting Director

ANNEX "B"


OFFICIAL RECEIPT
 Republic of the Philippines
 DEPARTMENT OF FINANCE
SECURITIES & EXCHANGE COMMISSION
 SEC Building, EDSA, Greenhills
 City of Mandaluyong, 1554

Accountable Form No. 51 Revised 2006	ORIGINAL
DATE February 20, 2013	No. 0860420

PAYOR PRIME MEDIA HOLDINGS, INC.
 MAKATI CITY

NATURE OF COLLECTION	ACCOUNT CODE	RESPONSIBILITY CENTER	AMOUNT
PERSONAL DESERVES			142,500.00
			
TOTAL: P=₱ 142,500.00			

AMOUNT IN WORDS
 ONE HUNDRED FORTY TWO THOUSAND FIVE HUNDRED PESOS AND 00/100

Received <input type="checkbox"/> Cash <input type="checkbox"/> Treasury Warrant <input checked="" type="checkbox"/> Check <input type="checkbox"/> Money Order	Received the Amount Stated Above <div style="text-align: center;">  Rene B. Tan COLLECTING OFFICER </div>
Treasury Warrant, Check, Money Order Number <small>Check: 0860420</small>	O.R. No. 0860420
Date of Treasury Warrant, Check, Money Order	

NOTE: Write the number and date of this receipt on the back of treasury warrant, check or money order received.