

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

28 January 2013

PHILIPPINE STOCK EXCHANGE

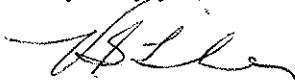
Disclosure Department
4/F PSE Center, Exchange Road
Ortigas Center, Pasig City

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

Please find attached copy of the SEC Form 17-C for PRIME MEDIA HOLDINGS, INC. (PMHI) relating to matters taken up during the Board meeting held on January 26, 2013 as follows:

1. Board approval to extend the corporate life of PMHI for another 50 years
2. Holding of a Special Meeting of Stockholders for the approval of the Corporate life extension on February 4, 2013. The Board of Directors has fixed the close of business on January 15, 2013, as record date for the determination of stockholders entitled to notice of and to vote at the Special Stockholders' Meeting.

Very truly yours,



Vivian S. Liban

Corporate Information Officer

COVER SHEET

2 2 4 0 1

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

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

VIVIAN S. LIBAN

Contact Person

889-9009

Company Telephone Number

Every 3rd Tuesday of May

1 2 3 1

Month Day

Fiscal Year

SEC FORM 17-C

FORM TYPE

0 5

Month Day

Annual Meeting

N/A

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles
Number/Section

Total No. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

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. **28 January 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. **METRO MANILA, PHILIPPINES**
Province, country or other jurisdiction of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **#3 SAN ANTONIO ST. BO. KAPITOLYO PASIG CITY**
Address of principal office
- 1603**
Postal Code
8. **(632) 889-9009**
Issuer's telephone number, including area code
9. **NA**
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
Common Stock, P1 par value	387,144,437
Preferred Stock, P1 par value	48,601,490

11. Indicate the item numbers reported herein:

Item 9. (Other events)

The Board of Directors has approved the extension of the Company's corporate life for another 50 years subject to the approval of the stockholders and the Securities and Exchange Commission. In this regard the board approved the holding of a Special Stockholders' Meeting on February 4, 2013 at 1 p.m. at the Clubhouse, Marina Bay Town East Village, Asiaworld Reclamation Area, Parañaque City, Metro Manila. The Board has fixed the close of business on January 15, 2013, as the record date for the determination of the stockholders entitled to notice of and to vote at the Special Stockholders' Meeting. Attached is a copy of the Notice of Special Meeting of Stockholders for reference.

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

January 28, 2013
Date



VIVIAN S. LIBAN
Corporation Information Officer

PRIME MEDIA HOLDINGS INC.
NOTICE OF SPECIAL MEETING OF STOCKHOLDERS

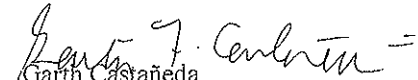
Please be advised that an urgent special meeting of the stockholders of PRIME MEDIA HOLDINGS, INC. ("PMHI") will be held on Monday, the 4th day of February, 2013, 1:00 p.m., at the Clubhouse, Marina Bay Town East Village, Asiaworld, Reclamation Area, Parañaque City, Metro Manila for purposes of obtaining the approval of the stockholders to extend the corporate life of PMHI, which will end on February 6, 2013, for another fifty (50) years.

The Board of Directors has fixed the close of business on January 15, 2013, as record date for the determination of stockholders entitled to notice of and to vote at the Special Stockholders' Meeting.

All proxies (which must be acknowledged before a notary public) must be submitted to the Corporate Secretary on or before February 2, 2013, 5:00 p.m. at the following address:

Prime Media Holdings, Inc.
c/o 3109 One Corporate Center
Julia Vargas corner Meralco Avenue
Ortigas, Pasig City.
Attention: Garth Castañeda

Very truly yours,


Garth Castañeda
Corporate Secretary