

# **PRIME MEDIA HOLDINGS INC.**

*(Formerly 1<sup>st</sup> e-Bank Corporation)*

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

24 September 2012

## **PHILIPPINE STOCK EXCHANGE**

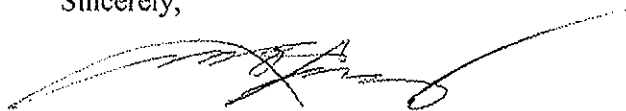
Disclosure Department  
4/F PSE Center, Exchange Road  
Ortigas Center, Pasig City

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 the following:

1. Election of two new directors, Mr. Garth F. Castañeda and Ms. Patricia C. Ycasiano, to fill up existing vacant director positions
2. Resignation of Mr. Rafael Rodriguez as a member of the Board of PMHI in view of his desire to disengage himself from non-academic activities.

Sincerely,



**ATTY. MARIO C. LORENZO**  
Corporate Information Officer



109242012000910



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines  
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

### Barcode Page

The following document has been received:

**Receiving Officer/Encoder** : Dharril Curañes  
**Receiving Branch** : SEC Head Office  
**Receipt Date and Time** : September 24, 2012 01:44:57 PM  
**Received From** : Head Office

Company Representative

---

Doc Source

Company Information

---

**SEC Registration No.** 0000022401  
**Company Name** PRIME MEDIA HOLDINGS INC.  
**Industry Classification**  
**Company Type** Stock Corporation

### Document Information

---

**Document ID** 109242012000910  
**Document Type** 17-C (FORM 11-C:CURRENT DISCL/RPT)  
**Document Code** 17-C  
**Period Covered** September 24, 2012  
**No. of Days Late** 0  
**Department** CFD  
**Remarks**

**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

[Empty grid]

[Empty grid]

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

**MARIO C. LORENZO**

Contact Person

**706-1178**

Company Telephone Number

Every 3<sup>rd</sup> 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.

[Empty box]

Amended Articles  
Number/Section

[Empty box]

Total No. of Stockholders

Total Amount of Borrowings

[Empty box]

Domestic

[Empty box]

Foreign

-----  
To be accomplished by SEC Personnel concerned

[Empty grid]

File Number

\_\_\_\_\_

LCU

[Empty grid]

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. **24 September 2012**  
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:  
**1603**  
Postal Code
7. **#3 SAN ANTONIO ST. BO. KAPITOLYO PASIG CITY**  
Address of principal office
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
<b>Common Stock, P1 par value</b>	<b>387,144,437</b>
<b>Preferred Stock, P1 par value</b>	<b>48,601,490</b>

11. Indicate the item numbers reported herein:

**Item 4. Resignation, Removal or Election of Registrant's Directors or Officers**

During the meeting on September 24, 2012 the Board of Directors (the "Board") of the Corporation, which still constituted a quorum, elected Ms. Patricia C. Ycasiano and Mr. Garth F. Castañeda as directors of the Corporation to fill up existing vacant director positions. Ms. Patricia C. Ycasiano and Mr. Garth F. Castañeda have all the qualifications and none of the disqualifications to sit as directors as set forth in the Corporation's manual on Corporate Governance.

A copy of each of the curriculum vitae and acceptance of nomination of Ms. Patricia C. Ycasiano and Mr. Garth F. Castañeda are attached hereto as Annexes A and B, respectively.

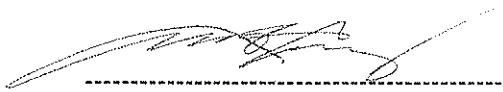
In the same meeting the Board of Directors was informed that Mr. Rafael Rodriguez was resigning from the Board of PMHI in view of his desire to disengage himself from non-academic commitments. The Board accepted the resignation of Mr. Rodriguez.

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

September 24, 2012  
Date

A handwritten signature in black ink, appearing to read 'Mario C. Lorenzo', is written over a horizontal dashed line.

MARIO C. LORENZO  
Corporation Information Officer

CURRICULUM VITAE

*Garth F. Castaneda*  
8-B F. Manalo Street  
Barangay Pinagkaisahan  
Quezon City

**Practice areas**

Taxation, Corporate/Commercial Law, Litigation, Government Permits and Regulatory Matters

**Admission to the Bar**

2007, Philippines

**Education**

University of Santo Tomas (B.S. Accountancy, 2001), University of the Philippines (LL.B., 2006-Order of the Purple Feather)

**Work Experience**

(2008 to 2010) Associate Attorney, Puno & Puno Law Offices; (2008) Associate Attorney, SyCip Salazar Hernandez Gatmaitan; (2006-2007) Senior Associate – Tax Advisory Services, SyCip Gorres Velayo & Co.

**Awards and Distinctions**

2006 Araceli T. Baviera Award for Best Paper in Civil Law, "Confusion Between Estoppel and Pari Delicto" (Co-Author)

**Affiliations**

Integrated Bar of the Philippines, Philippine Institute of Certified Public Accountants

CURRICULUM VITAE

*Patricia C. Ycasiano*  
47 Yellowstone Street  
SGPV  
Merville, Paranaque.

**Practice Areas**

Litigation, Labor, Family Law, Election, Intellectual Property Law, Energy, Government Permits and Regulatory

**Admission to the Bar**

2005, Philippines

**Education**

Ateneo de Manila University (B.S., Psychology), Ateneo School of Law (Juris Doctor)

**Work Experience**

(2008-2010) Associate Attorney, Puno and Puno Law Office; (2006-December 2007) Assistant Special Prosecutor II, Office of the Ombudsman of the Philippines; (2004-2006) Legal Staff Member with Director III Rank, Office of the Chief Presidential Legal Counsel, Office of the President of the Philippines

**Awards and Distinctions**

The Ambrosio Padilla Award (for outstanding academic performance and athletic achievement) from the Ateneo de Manila University (1st Semester SY1998-1999)

**Affiliations**

Member, Integrated Bar of the Philippines; Member, Ateneo Human Rights Center

Sept. 24, 2012

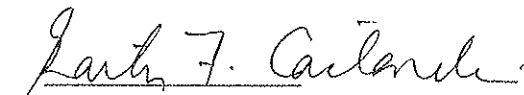
The Board of Directors  
PRIME MEDIA HOLDINGS, INC.  
No. 3 San Antonio Street  
Bo. Kapitolyo, Pasig City 1603

Re: Acceptance of Nomination and Certification

Gentlemen:

I hereby accept my nomination as Director 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 nominated and elected as Director of PMHI 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,

  
Garth F. Castañeda



Sept. 24, 2012

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

Re: Acceptance of Nomination and Certification

Gentlemen:

I hereby accept my nomination as Director 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 nominated and elected as Director of PMHI 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,

  
Patricia C. Ycasiano