

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. Date of Report (Date of earliest event reported)
Dec 22, 2014
2. SEC Identification Number
22401
3. BIR Tax Identification No.
000-491-007
4. Exact name of issuer as specified in its charter
PRIME MEDIA HOLDINGS, INC.
5. Province, country or other jurisdiction of incorporation
MANDALUYONG CITY, PHILIPPINES
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
NO. 3 SAN ANTONIO ST. BO. KAPITOLYO , PASIG CITY
Postal Code
1603
8. Issuer's telephone number, including area code
(632) 889-9009
9. Former name or former address, if changed since last report
N.A.
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	906,698,930
PREFERRED STOCK A, P1 PAR VALUE	48,559,000

11. Indicate the item numbers reported herein
item 9

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.

Prime Media Holdings, Inc. PRIM

PSE Disclosure Form 4-3 - Amendments to Articles of Incorporation References: SRC Rule 17 (SEC Form 17-C) and Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure	
Amendment of Articles of Incorporation of PRIME MEDIA HOLDINGS, INC.	
Background/Description of the Disclosure	
Amendment of Article Three of the Articles of Incorporation of PRIME MEDIA HOLDINGS, INC. to change its principal place of business to 16th Floor Citibank Tower, Paseo de Roxas, Makati City.	
Date of Approval by Board of Directors	Dec 22, 2014
Date of Approval by Stockholders	Dec 19, 2014
Other Relevant Regulatory Agency, if applicable	N.A.
Date of Approval by Relevant Regulatory Agency, if applicable	N/A
Date of Approval by Securities and Exchange Commission	TBA

Amendment(s)

Article No.	From	To
3	That the place where the principal place of business is to be established or located is in Metro Manila, Philippines	That the place where the principal place of business is to be established is at 16th Floor Citibank Tower, Paseo de Roxas, Makati City.

Rationale for the amendment(s)

to comply with the requirements of SEC Memorandum Circular No. 6 series of 2014

The timetable for the effectivity of the amendment(s)

Expected date of filing the amendments to the Articles of Incorporations with the SEC	TBA
Expected date of SEC approval of the Amended Articles of Incorporation	TBA

Effect(s) of the amendment(s) to the business, operations and/or capital structure of the Issuer, if any

N.A.

Other Relevant Information

N.A.

Filed on behalf by:

Name	CHRISTOPHER SAM SALVADOR
Designation	CORPORATE INFORMATION OFFICER