

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)
Feb 25, 2015
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	698,930,906
PREFERRED SHARE A, P1 PAR VALUE	48,559,000

11. Indicate the item numbers reported herein
ITEM 4 ELECTION OF DIRECTORS OR OFFICERS

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 4-8 - Change in Directors and/or Officers (Resignation/Removal or Appointment/Election) References: SRC Rule 17 (SEC Form 17-C) and Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure
Resignation of Officer
Background/Description of the Disclosure
Voluntary Resignation of Ms. Vivian S. Liban as Treasurer and Corporate Information Officer

Resignation/Removal or Replacement

Name of Person	Position/Designation	Effective Date of Resignation/Cessation of term (mmm/dd/yyyy)	Reason(s) for Resignation/Cessation
VIVIAN S. LIBAN	TREASURER	02/27/2015	VOLUNTARY RESIGNATION
VIVIAN S. LIBAN	CORPORATE INFORMATION OFFICER	02/27/2015	VOLUNTARY RESIGNATION

Election or Appointment

Name of Person	Position/Designation	Date of Appointment/Election (mmm/dd/yyyy)	Effective Date of Appointment Election (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
				Direct	Indirect	
N.A	N.A	N.A	N.A	0	0	N.A.

Promotion or Change in Designation

Name of Person	Position/Designation		Date of Approval (mmm/dd/yyyy)	Effective Date of Change (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
	From	To			Direct	Indirect	

N.A.	N.A.	N.A.	N.A.	N.A.	0	0	N.A.
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Other Relevant Information

N.A.

Filed on behalf by:

Name	CHRISTOPHER SAM SALVADOR
Designation	CORPORATE INFORMATION OFFICER