

# 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

<b>Subject of the Disclosure</b>	
Amendment of Articles of Incorporation of PRIME MEDIA HOLDINGS, INC.	
<b>Background/Description of the Disclosure</b>	
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.	
<b>Date of Approval by Board of Directors</b>	Dec 22, 2014
<b>Date of Approval by Stockholders</b>	Dec 19, 2014
<b>Other Relevant Regulatory Agency, if applicable</b>	N.A.
<b>Date of Approval by Relevant Regulatory Agency, if applicable</b>	N/A
<b>Date of Approval by Securities and Exchange Commission</b>	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)**

<b>Expected date of filing the amendments to the Articles of Incorporations with the SEC</b>	TBA
<b>Expected date of SEC approval of the Amended Articles of Incorporation</b>	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:**

<b>Name</b>	CHRISTOPHER SAM SALVADOR
<b>Designation</b>	CORPORATE INFORMATION OFFICER