



PRIME MEDIA
Holdings, Inc.

January 4, 2017

Securities and Exchange Commission
SEC Building, EDSA
Mandaluyong City



Attention: Atty. Justina F. Callangan
Director
Corporate Governance and Finance Department

Re: Attendance of Directors at 2016 Board Meetings

Gentlemen:

In compliance with SEC Memorandum Circular No. 1, series of 2014, we hereby formally advise the Commission of the following:

- The following table summarizes the attendance of the directors of **Prime Media Holdings Inc.** (the "Corporation") in board meetings held by the Corporation during the calendar year 2016.

	Name	Date of Election	Number of Meetings Held During the Year	Number of Meetings Attended	Percentage
Chairman	Manolito A. Manalo	October 25, 2016	3	3	100%
Board Member	Bernadeth A. Lim		3	3	100%
Board Member	Monica Isabelle I. Villanueva		3	3	100%
Board Member	Juan Victor S. Valdez		3	3	100%
Board Member	Diane Madelyn C. Ching		3	3	100%
Independent Director	Johnny Y. Aruego, Jr.		3	3	100%
Independent Director	Edgardo E. Tumangan		3	3	100%

- The Board of Directors of the Company held its meetings in the year 2016, specifically on the following dates:

Date of Meeting	Nature of Meetings
April 13, 2016	Special Board Meeting
August 30, 2016	Special Board Meeting
October 25, 2016	Organizational Board Meeting