

PRIME MEDIA HOLDINGS INC.

(Formerly 1st e-Bank Corporation)

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

15 April 2013

PHILIPPINE STOCK EXCHANGE

Disclosure Department
3/F , Exchange Road
Ortigas Center, Pasig City

Attention: **MS. JANET A. ENCARNACION**
Head
Disclosure Department

Re: PRIME MEDIA HOLDINGS, INC.
("PMHI") (PSE:PRIM)
Computation of Public Ownership as of 31 March 2013

Dear Ms. Encarnacion:

In accordance with the requirements of the Philippine Stock Exchange, Prime Media Holdings, Inc. submits its Computation of Public Ownership as of 31 March 2013.

Very truly yours,



VIVIAN S. LIBAN
Corporate Information Officer

PRIME MEDIA HOLDINGS, INC.
Computation of Public Ownership as of (03/31/2013)

Number of Issued Shares 387,144,437
Less: Number of Treasury Shares (if any) -

Number of Outstanding Shares 387,144,437
Less:

	% to total I/O Shares	Number of Shares		total
		a	b	
Directors:				
Dionne Marie Sanchez				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Anne Rose Estorco Macias				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Garth Castañeda				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Trina B. San Diego				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Patricia C. Ycasiano				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Sub total				<u>5</u>

Officers:

Dionne Marie Sanchez				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Garth Castañeda				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Trina San Diego				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Sub-total				<u> </u>

Principal Stockholders:

Metro Pacific Corporation*				
Direct	77.22 %	298,949,218	-	298,949,218
Indirect (thru _____)	- %	-	-	-
others				
Direct	0.00 %	-	-	-
Indirect (thru _____)	- %	-	-	-
Sub total				<u>298,949,218</u>

Affiliates:

 Direct %
 Indirect (thru _____)

Others:

Government	- %			
Banks	- %			
Employees	- %	-	-	-
Lock-Up Shares	- %	-	-	-

Total Number Of Shares Owned by the Public

298,949,223

88,195,214

PUBLIC OWNERSHIP PERCENTAGE

Total Number Of Shares Owned by the Public
Total Issued and Outstanding Shares

<u>88,195,214</u>		<u>22.78%</u>
387,144,437		
Required Public Ownership %	=	<input type="text" value="10%"/>
	<input type="text" value="/"/>	<input type="text"/>
	Complied	Not Complied

Market Capitalization:

Total Issued and Outstanding Shares	387,144,437.00
Closing Market Price	<u>1.86</u>

Market Capitalization 720,088,652.82

Number of Issued and Outstanding Shares	=	387,144,437
Number of Outstanding Shares	=	387,144,437
Number of Treasury Shares	=	-
Number of Listed Shares	=	387,144,437
Number of Foreign-Owned Shares	=	1,509,587
Foreign Ownership Level (%)	=	0.39%
Foreign Ownership Limit (%)	=	40%