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SECURITIES AND EXCHANGE COMMISSION

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Company Information

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Industry Classification
Company Type Stock Corporation

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SEC Registration Number

PRIME MEDIA HOLDINGS INC.
FORMERLY (FIRST EBANK CORP.)

(Company's Full Name)

16th FLOOR, CITIBANK TOWER,
8741 PASEO DE ROXAS, MAKATI
CITY

(Business Address: No., Street City / Town / Province)

Vivian S. Liban
Contact Person

831-4479
Company Telephone Number

ADVISEMENT LETTER RE ATTENDANCE OF CORPORATE GOVERNANCE SEMINAR

1 2 3 1
Month Day
Fiscal Year
Meeting

FORM TYPE

0 5
Month Day
Annual

Secondary License Type, If Applicable

Dept Requiring this Doc

Amended Articles Number / Section

Total No. of Stockholders

Total Amount of Borrowings
 Domestic Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

STAMPS

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PRIME MEDIA HOLDINGS, INC.
(FORMERLY FIRST EBANK CORP.)

16th Floor Citibank Tower, 8741 Paseo de Roxas, Makati City

December 22, 2014

Securities and Exchange Commission
SEC Building, EDSA, Greenhills
Mandaluyong City, Metro Manila

Attn.: Corporate Finance Department
Re : Corporate Governance Seminar

Gentlemen:

In compliance with SEC Memorandum Circular No. 20 Series of 2013, we attach herewith the certificate of attendance of Mr. Rolando S. Santos, Assistant Treasurer; in relation to his completion of the seminar on Corporate Governance held on the 16th day of December 2014 at 4th Floor, Citibank Center, Paseo de Roxas, Makati City.

Thank you.

Very truly yours,

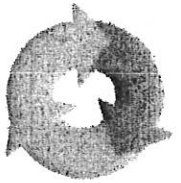


Vivian S. Liban
Corporate information Officer

16th Floor Citibank Tower, 8741 Paseo de Roxas, Makati City

TEL. NOS.: (02) 831-4479 local 505

FAX No.: (02) 856-7976



**Risks, Opportunities, Assessment and
Management (ROAM), Inc.**

awards this

CERTIFICATE OF COMPLETION

to

Rolando S. Santos

for having completed the seminar on

CORPORATE GOVERNANCE

held on December 16, 2014 at
4th fl. Citibank Center, Paseo de Roxas, Makati City



Benjamin I. Espiritu, Ph.D.
Director