

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE (SRC)
AND SRC RULE 17(a)-1(b)(3) THEREUNDER

- 1. May 5, 2014
Date of Report

- 2. SEC Identification Number AS094-000088 3. BIR Tax Identification No. 003-058-789

- 4. SM PRIME HOLDINGS, INC.
Exact name of registrant as specified in its charter

- 5. PHILIPPINES 6. (SEC Use Only)
Province, country or other jurisdiction of Industry Classification Code:
incorporation

- 7. Mall of Asia Arena Annex Building, Coral Way cor. J.W. Diokno Blvd., Mall of Asia Complex,
Brgy. 76, Zone 10, CBP-1A, Pasay City, Philippines 1300
Address of principal office Postal Code

- 8. (632) 831-1000
Registrant's telephone number, including area code

- 9. N/A
Former name or former address, if changed since last report

- 10. Securities registered pursuant to 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	27,819,137,294
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.....	
.....	

11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



May 5, 2014

The Philippine Stock Exchange, Inc.
3F Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention of Ms. Janet A. Encarnacion
Head - Disclosure Department

Gentlemen:

This refers to the news article entitled “SM Prime investing P2.5b in more hotels” posted in Manila Standard Today (Internet Edition) today. The article reported in part that:

“SM Prime Holdings Inc.’s hotel unit is spending P2.5 billion to double the number of hotels under its portfolio to 10 by 2018 to tap the vast potential of the tourism industry.


SM Hotels and Conventions Corp. president Elizabeth Sy said in an interview at the sidelines of the recent annual stockholders meeting of SM Investments Corp. the company identified Clark Freeport in Pampanga, North Edsa in Quezon City, Iloilo City, Bacolod City and another location as the next sites for hotel projects.

Sy said one hotel project would cost about P500 million.

....”

We confirm the veracity of the above-quoted news article.

Very truly yours,



TERESA CECILIA H. REYES
Vice President – Finance

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SM PRIME HOLDINGS, INC.
Registrant

Date: May 5, 2014


TERESA CECILIA H. REYES
Vice President – Finance