

COVER SHEET

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SEC Registration Number

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(Company's Full Name)

M	a	l	l	o	f	A	s	i	a	A	r	e	n	a	A	n	n	e	x	B	u	i	l	d	i	n	g
,	C	o	r	a	l	W	a	y	c	o	r	.	J	.	W	.	D	i	o	k	n	o	B	l	v	d	
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Mr. Jeffrey C. Lim
(Contact Person)

831-1000
(Company Telephone Number)

0 8	0 9
<i>Month</i>	<i>Day</i>
<i>(Calendar Period)</i>	

1 7 - C
<i>(Form Type)</i>

<i>Month</i>	<i>Day</i>
<i>(Annual Meeting)</i>	

(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											

Cashier

STAMPS

Remarks: Please use BLACK ink for scanning purposes.

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. August 09, 2012
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. _____
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	17,373,677,760
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.....	
.....	

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



Press Release

SM Prime to Open SM City General Santos in South Cotabato

(09 August 2012. Pasay City, Philippines.) SM Prime Holdings, Inc. (SM Prime), the Philippines' dominant mall developer and operator, is set to open its 45th shopping mall in the country, SM City General Santos, on Friday, 10 August 2012. The brand new mall, with a gross floor area (GFA) of 95,764 square meters (sqm), is located at San Miguel St., cor. Santiago Blvd., Lagao District, General Santos City. It is SM Prime's first mall in the province of South Cotabato.

SM Prime President Mr. Hans T. Sy said, "We warmly welcome our valued customers to SM City General Santos, our first mall in the province of South Cotabato. With its thriving economy, General Santos provides an ideal venue for SM Malls as we see a huge potential for growth in the city."

SM City General Santos is already 80% occupied by various tenants. The three-level shopping mall's anchor tenants are SM Department Store and SM Supermarket. Other mall tenants include Watsons, Ace Hardware, Toy Kingdom, Breadtalk, Congo Grille, Classic Savory, Max's, Tong Yang, Bench, and Gymboree among others. SM City General Santos' amenities include a food court; four cinemas, with a combined seating capacity of 1,400; and parking slots for 1,500 vehicles.

General Santos or more popularly known as GenSan, is a highly urbanized first class city and is one of the most populous urban centers in the country. It is the largest producer of sashimi-grade tuna in the Philippines, earning the title "Tuna Capital of the Philippines". It is also the hometown of Boxing Champion Manny Pacquiao. General Santos City is the center of commerce, trade, and logistics of Region XII, also known as Soccsksargen, an acronym that stands for South Cotabato, Cotabato, Sultan Kudarat, Sarangani and General Santos City.

SM City General Santos brings the total number of SM Prime malls to 45 all over the country, with a combined GFA of 5.4 million sqm. It is the fourth SM mall to be opened this year, after SM City Olongapo in Zambales, SM City Consolacion in Cebu, and SM City San Fernando in Pampanga.

For the rest of 2012, SM Prime is scheduled to open SM City Lanang in Davao City, and SM Chongqing in China.

By the end of this year, SM Prime will have 46 malls in the Philippines and five in China with an estimated combined GFA of 6.3 million sqm.

-End-

For further inquiries:

Mr. Jeffrey C. Lim
Executive Vice President
SM Prime Holdings, Inc.
E-mail: jeffrey.lim@smprime.com
Tel. no.: 831.1000 loc. 7800

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: August 9, 2012



JEFFREY C. LIM
Executive Vice President