

COVER SHEET

AS094-000088

SEC Registration Number

SM PRIME HOLDINGS, INC. AND SUBSIDIARIES

(Company's Full Name)

Building A, SM Corporate Offices, 1000 JW Diokno Boulevard, Mall of Asia Complex, Pasay City 1300

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

Mr. Jeffrey C. Lim

(Contact Person)

831-1000

(Company Telephone Number)

11 18

Month Day (Calendar Period)

17-C

(Form Type)

Month Day

(Annual Meeting)

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

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. November 18, 2009
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 incorporation Industry Classification Code:

7 SM Corporate Offices, Building A, 1000 J.W. Diokno Boulevard, Mall of Asia Complex, 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	13,348,191,367
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.....	
.....	

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

PRESS RELEASE

SM Prime to Open SM City Rosario in Cavite

(18 November 2009. Pasay City, Philippines.) SM Prime Holdings, Inc. (SM Prime) is set to open SM City Rosario on Friday, 20 November 2009, its 36th shopping mall in the Philippines and the fourth mall in the province of Cavite where other SM malls thrive namely SM City Bacoor, SM City Dasmariñas, and SM Center Molino. The brand new mall, with a gross floor area (GFA) of 52,142 square meters (sqm), is located along General Trias Drive in Barangay Tejeros, Rosario in the province of Cavite. SM City Rosario is the last mall to be opened this year.

Its major tenants are SM Supermarket, SM Department Store, Ace Hardware, SM Appliance, and personal care products distributor Watsons. Other tenants include quick-service restaurants Jollibee and KFC, Savory Chicken, Max's, and Red Ribbon, fashion and apparel retailers Penshoppe and Bench, and National Bookstore, among others.

SM Prime President Mr. Hans T. Sy said, "Rosario is a vibrant municipality in Cavite, a province which we consider to be a high-growth area, being a prominent part of the progressive CALABARZON region. It is a relatively well-off, urban municipality in the province of Cavite and is home to the Cavite Economic Zone. Our three existing malls in the province are doing very well. Thus, as we eagerly open the doors of SM City Rosario, we expect it to likewise adequately service the various needs of our loyal customers in Cavite."

This year, SM Prime launched SM City Naga, SM Center Las Piñas, SM City Fairview Annex, the Sky Garden at SM City North EDSA, and the extension of SM City Rosales in Pangasinan.

In 2010, SM Prime is set to open SM City Novaliches in Quezon City; SM City Tarlac in the province of Tarlac; SM Supercenter Masinag in Antipolo City, Rizal; and SM City Calamba and SM Supercenter San Pablo, which are both in the province of Laguna. By the end of next year, the company will have 41 malls all over the Philippines, with an estimated GFA of 4.7 million sqm.

-End-

For further information, please contact:

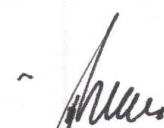
Mr. Jeffrey C. Lim
Executive Vice President
SM Prime Holdings, Inc.
Email: jcl@smprime.com
Tel. No.: 831-1000 loc. 1406

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: November 18, 2009



JEFFREY C. LIM
Executive Vice President