

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. July 19, 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 San Fernando in Pampanga

(19 July 2012. Pasay City, Philippines.) SM Prime Holdings, Inc. (SM Prime), the Philippines' dominant mall developer and operator, is set to open its 44th shopping mall in the country, SM City San Fernando, on Friday, 20 July 2012. The brand new mall has a gross floor area (GFA) of 42,625 square meters (sqm). It is SM Prime's third mall in the province, after SM City Pampanga and SM City Clark which opened in November 2000 and May 2006, respectively.

Located at the Downtown Heritage District, Barangay. Sto. Rosario, San Fernando, Pampanga, the mall features a unique facade, a distinctive exterior design which complies with the architectural theme of a heritage area, as mandated by the San Fernando local government.

SM Prime President Mr. Hans T. Sy said, "We warmly welcome all our valued customers to our newest and third mall in Pampanga, SM City San Fernando. This caters to the need for another mall in Pampanga as the province has clearly advanced over the years owing to its established agricultural economy and its now thriving tourism industry."

SM City San Fernando has a leasable area of 20,416 sqm, 95% of which has already been awarded to various tenants. The seven-storey shopping mall's anchor tenants are SM Department Store and SM Supermarket. Among the quick service restaurants located in the mall are Jollibee, Pizza Hut, and KFC. Other mall tenants include BDO, Watsons, SM Appliance Center, Ace Hardware, National Bookstore, Bench, and Penshoppe, among others. SM City San Fernando's amenities include three cinemas, with a combined seating capacity of 1,068 and parking slots for over 300 vehicles.

San Fernando is the capital city of Pampanga. It is strategically located at the heart of Central Luzon, making it the center of commerce and trade of the region. The city is popularly known for its giant lanterns and is also dubbed as the "Christmas Capital of the Philippines." Major industries include agriculture, manufacturing, food processing, and handicraft making.

SM City San Fernando brings the total number of SM Prime malls to 44 all over the country, with a combined GFA of 5.2 million sqm. It is the third SM mall to be opened this year, after SM City Olongapo in Zambales and SM City Consolacion in Cebu, which were inaugurated last February and June, respectively.

For the rest of 2012, SM Prime is scheduled to open SM City General Santos in Southern Mindanao, 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-

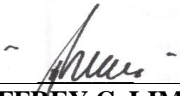
For further inquiries:
Mr. Jeffrey C. Lim
Executive Vice President
SM Prime Holdings, Inc.
E-mail: jeffrey.lim@smprime.com

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: July 19, 2012



JEFFREY C. LIM
Executive Vice President