

COVER SHEET

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SEC Registration Number

S	M	P	R	I	M	E	H	O	L	D	I	N	G	S	,	I	N	C	.	A	N	D	S	U	B	S	I				
D I A R I E S																															

(Company's Full Name)

B	u	i	l	d	i	n	g	A	,	S	M	C	o	r	p	o	r	a	t	e	O	f	f	i	c	e	s	,			
1	0	0	0	J	W	D	i	o	k	n	o	B	o	u	l	e	v	a	r	d	,	M	a	l	l	o	f				
A	s	i	a	C	o	m	p	l	e	x	,	P	a	s	a	y	C	i	t	y	1	3	0	0							

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

Mr. Jeffrey C. Lim

(Contact Person)

831-1000

(Company Telephone Number)

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Month Day
(Calendar Period)

1	7	-	C	
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(Form Type)

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Month Day
(Annual Meeting)

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(Secondary License Type, If Applicable)

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Dept. Requiring this Doc.

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Amended Articles Number/Section

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Total No. of Stockholders

Total Amount of Borrowings

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Domestic Foreign

To be accomplished by SEC Personnel concerned

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File Number

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Document ID

_____ Cashier

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STAMPS

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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. September 22, 2011
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 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	13,898,943,067
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



Press Release

SM Prime to Open Fourth Shopping Mall in China

(22 September 2011. Pasay City, Philippines.) SM Prime Holdings, Inc. (SM Prime), the Philippines' dominant mall developer and operator, is scheduled to open SM City Suzhou in mainland China's Jiangsu Province on Friday, 23 September 2011. It is the company's fourth shopping mall in China, after SM City Xiamen, SM City Jinjiang, and SM City Chengdu. The cities of Xiamen and Jinjiang are in China's Fujian Province, while Chengdu is in the Province of Sichuan.



SM City Suzhou in Jiangsu Province, China

SM Prime President Mr. Hans T. Sy said, “We are very pleased to open the doors of our newest mall, SM City Suzhou in China. The mall’s launching affirms SM Prime’s keen objective to continue growing and expanding in areas of opportunity, even in those beyond the boundaries of the Philippines. It also confirms that the Filipinos have the needed knowledge, skills, and talents to compete in a global arena. Thus, the company intends to open several more new malls in China in the coming years.”

SM City Suzhou, which is located in the metropolis’ Wuzhong District, has a gross floor area (GFA) of 72,552 square meters (sqm), 89% of which has already been awarded to various tenants. The shopping mall’s major tenants are Vanguard Hypermarket, SM Department Store, KFC, Jack & Jones, and Wanda Cinema.



SM City Suzhou

The city of Suzhou in China has a population of approximately 6.3 million and has several export processing zones and industrial parks. Its many industries include electronics, IT (information technology), and biotechnology. The city is also known for its rich cultural attractions such as temples, gardens, and ancient water towns.

SM City Suzhou is the second SM mall to be opened by SM Prime this year, after SM City Masinag in Antipolo, Rizal. It brings to 45 the total number of SM malls in the Philippines and in China, with a combined GFA of 5.7 million sqm.

For the rest of 2011, SM Prime is scheduled to open SM City San Fernando in Pampanga, SM City Olongapo in Zambales and SM Marketmall in Dasmariñas. The company is also set to expand this year SM City Davao in Southern Mindanao and SM City Dasmariñas in Cavite.

-End-


For further inquiries:
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Executive Vice President
SM Prime Holdings, Inc.
E-mail: jeffrey.lim@smprime.com
Tel. no.: 831.1000 loc. 1401

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: September 22, 2011



JEFFREY C. LIM
Executive Vice President