

COVER SHEET

A S 0 9 4 - 0 0 0 0 8 8

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)

M	a	i	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	
.		M	a	i	l		o	f		A	s	i	a		C	o	m	p	l	e	x	,		B	r	g	y	.		7	6		
		Z	o	n	e		1	0	,		C	B	P	-	1	A	,		P	a	s	a	y		C	i	t	y		1	3	0	0

Teresa Cecilia H. Reyes

(Contact Person)

831-1000

(Company Telephone Number)

0	4		2	5
<i>Month</i>	<i>Day</i>		<i>Month</i>	<i>Day</i>
<i>(Calendar Period)</i>				

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

<i>Month</i>	<i>Day</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

<i>Total Amount of Borrowings</i>	
<i>Domestic</i>	<i>Foreign</i>

 To be accomplished by SEC Personnel concerned

<i>File Number</i>										

_____ LCU

<i>Document ID</i>										

_____ 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. April 25, 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
.....	
.....	
.....	

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



Press Release



Finding its place under the Sun: The newly opened Sun Mall SM Prime Opens Retail Podium in Sun Residences

(25 April 2014, Pasay City, Philippines) Property conglomerate SM Prime Holdings, Inc. (SM Prime) opened its newest retail podium, Sun Mall in Quezon City within SM Development Corporation's (SMDC) condominium development, Sun Residences. SMDC is SM Prime's residential development arm. This is the third retail podium attached to an SMDC residential tower after Jazz Mall in Bel-Air, Makati and Mezza Strip in Quezon City.

Sun Mall spans a gross floor area of 15,000 square meters and offers a variety of commercial and retail stores that can accommodate the basic household needs of its residents. The retail podium is designed to provide every patron with a worthwhile lifestyle experience.

With its line-up of service and retail establishments such as flagship SM Hypermarket, Watsons, and BDO, as well food stores and specialty shops, residents will have a variety of options to choose from to satisfy their needs and provide utmost convenience.

Among the food concepts in Sun Mall are The Happy Bakery, the first inline store of Happy Dizon of the Dizon family behind Dizon Farms. Happy Bakery will serve breads, cakes, soups, salads and sandwiches; Chef Lau's Pugon Roasters of Chef Rolando Laudico is a "fast good" restaurant that serves firebrick oven-roasted traditional Filipino dishes like roast chicken, pork liempo and beef at affordable prices. Gong Cha, the Taiwanese milk tea brand with over 200 branches in Asia is also part of Sun Mall.

"Sun Residences shines brighter with the opening of Sun Mall as this reflects the synergies at work in SM Prime. Through these retail podiums within our residential towers, we aim to provide our residents with access to everything that they will need," SM Prime Executive Vice President and SMDC President Jeffrey Lim said.

Launched in 2009, Sun Residences is a two-tower, 43-storey development that offers studio, 1 bedroom and 2 bedroom units with prices ranging between PHP1.8 million and PHP4.6 million.

True to SMDC's promise of providing five-star homes in prime locations, Sun Residences features a list of stellar features and amenities- a hotel-like lobby, a swimming pool, a clubhouse with multi-purpose hall, function rooms, a student's lounge, children's play area, barbeque area, and a landscaped garden with gazebos and a jogging path.

Located along España Boulevard corner Mayon Street – Welcome Rotonda, Sun Residences is the ideal abode for university and college students of the educational institutions along the university belt, and for professionals working in and around the area.

For a stress-free living experience, Sun Residences through SMDC Property Management offers a menu of services to address the various needs of its unit owners – front desk for hassle-free package acceptance and delivery processing; housekeeping and services for home improvements; and for investors, leasing services to help them achieve the best return for their investments.

Sun Residences is among 22 condominium brands by SMDC, the residential arm of SM Prime. These brands are Chateau Elysee Residences in Bicutan, Parañaque; Mezza Residences and Mezza II Residences on Aurora Boulevard, Quezon City; Berkeley Residences in Katipunan, Quezon City; Grass Residences and Fern at Grass Residences in Quezon City beside SM North EDSA; Sea Residences in the Mall of Asia Complex in Pasay; Field Residences in Sucat, Parañaque; Princeton Residences in New Manila, Quezon City; Jazz Residences in Bel-Air, Makati; Light Residences near the Boni-EDSA MRT Station in Mandaluyong; MPlace@South Triangle in Quezon City ; Blue Residences in Katipunan, Quezon City; Shine Residences in Pasig; Green Residences on Taft Avenue in Manila ; Shell Residences in the Mall of Asia Complex in Pasay; Grace Residences in Taguig; Breeze Residences in Pasay; Trees Residences in Novaliches, Quezon City; Shore Residences in the Mall of Asia Complex in Pasay and Wind Residences in Tagaytay.

-End-

For further information, please contact:

Mr. Jose Mari Banzon

Executive Vice President

SM Development Corporation

Email: josemari.banzon@smdevelopment.com

Tel. no.: 857.0100 loc. 2392

Ms. Teresa Cecilia R. Agsalud

Vice President, Finance

SM Prime Holdings, Inc.

E-mail: teresa.cecilia.reyes@smprime.com


Tel. no.: 831.1000 loc. 7820

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: April 25, 2014


TERESA CECILIA H. REYES
Vice President – Finance