



PHILIPPINE SEVEN CORPORATION

7th Floor, The Columbia Tower, Ortigas Avenue, Mandaluyong City 1550 Philippines
Telephone Nos. (632) 724-44-41 to 53 / 705-52-00
www.7-eleven.com.ph

March 28, 2011

PHILIPPINE STOCK EXCHANGE, INC.
3rd FLOOR, PSE PLAZA, Ayala Triangle
Ayala Avenue, Makati City.

Attention: **JANET A. ENCARNACION**
Head, Disclosures Department

Re: **SEC Form 17-C**

Gentlemen:

Pursuant to the disclosure requirements of PSE, we hereby advise that the Executive Committee of Philippine Seven Corporation (PSC), through the Corporation's Chairman of the Board, confirms the appointment of Banco de Oro Unibank, Inc.-Trust and Investment Group as stock transfer agent of the corporation effective May 01, 2011. Attached is the SEC FORM 17-C to be submitted to Securities and Exchange Commission.

Thank you.

Very truly yours,

PHILIPPINE SEVEN CORPORATION

By:


ATTY. EVELYN S. ENRIQUEZ
Corporate Secretary

COVER SHEET

0 0 0 0 1 0 8 4 7 6

S.E.C Registration Number

P H I L I P P I N E

S E V E N

C O R P O R A T I O N

(Company's full Name)

7 t h F l r . T h e C o l u m b i a T o w e r

O r t i g a s A v e . M a n d a l u y o n g C i t y

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

Atty. Evelyn S. Enriquez
Corporate Secretary

Contact Person

724-44-41 to 51

Company Telephone Number

1 2 3 1

Month Day
Fiscal Year

1 7 . C

FORM TYPE

0 7

Month Day
Annual Meeting

3rd Thursday

Day

[Empty box for additional information]

[Empty box for Secondary License Type]

Secondary License Type, if Applicable

[Empty box for Dept. Requiring this Doc.]

Dept. Requiring this Doc.

[Empty box for Amended Articles Number/Section]

Amended Articles Number/Section

[Empty box for Total No. of Stockholders]

Total No. of Stockholders

Total Amount of Borrowings

[Empty box for Domestic Borrowings]

Domestic

[Empty box for Foreign Borrowings]

Foreign

To be accomplished by SEC personnel concerned

[Empty box for File Number]

File Number

LCU

[Empty box for Document I.D.]

Document I.D.

Cashier

STAMPS

Remarks = pls. use black ink for scanning purposes

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

**CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2 (c) THEREUNDER**

1. Date of Report : March 28, 2011
2. SEC Identification Number : 108476
3. BIR Tax Identification No. : 040-000-390-189V
4. Exact Name of Issuer as specified in its charter : Philippine Seven Corporation
5. Province, Country or other jurisdiction : PHILIPPINES
6. Industry Classification Code: (SEC Use only)
7. Address of principal office : 7th Floor, The Columbia Tower
Ortigas Avenue, Mandaluyong
City 1501
8. Issuer's Telephone number, including area code : (632) 724-4441 to 51
9. Former name of former address, if changed since
last report : n / a
10. Securities Registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and
8

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Shares Outstanding – Common	301,428,666
Units – Warrants	0

11. Indicate the item number reported herein :

Item 9. Other Events

Item 9. Other Events

The Executive Committee of Philippine Seven Corporation (PSC), through the Chairman of the Board of PSC, confirms the appointment of Banco de Oro Unibank, Inc.-Trust and Investment Group as the stock transfer agent of the Corporation effective May 01, 2011. Attached is the letter of appointment for reference.

SIGNATURE

Pursuant to the requirement of the Securities Regulation Code, the registrant has duly caused this report to be signed on its behalf by the undersigned duly authorized for the purpose.

PHILIPPINE SEVEN CORPORATION

By:


EVELYN S. ENRIQUEZ
Corporate Secretary

March 28, 2011

Banco De Oro Unibank, Inc.
Trust and Investment Group
BDO South Tower
Makati Avenue cor. H.V. dela Costa St.
Makati City

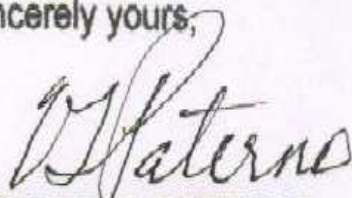
Attention: **ADORA A. YANGA**
Sr. Asst. Vice President

CARLA B. SALONGA
Senior Manager

Gentlemen:

We refer to your proposal to provide services as Stock Transfer Agency for Philippine Seven Corporation (PSC). Pursuant to the approval of the Executive Committee of PSC in its meeting of 11 February 2011, this confirms the appointment of Banco de Oro Unibank, Inc.-Trust and Investment Group as the stock transfer agent of the Corporation effective on May 01, 2011.

Sincerely yours,



VICENTE T. PATERNO
Chairman of the Board