



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

November 5, 2012

PHILIPPINE STOCK EXCHANGE

3rd Floor, PSE Office
Plaza Ayala Triangle,
Ayala Avenue, Makati City

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

Re: **SEC Order Fixing the Record Date of Stock Dividend**

Gentlemen:

Please be informed that we received today from the Securities and Exchange Commission (SEC or Commission) its Order fixing the Record Date of the stock dividend declared by the Corporation, which is payment for the increase of its capital stock.

Pursuant to said Order, the Record Date of the stock dividend is set on **November 15, 2012**. Accordingly, the payment date thereof shall not be later than 18 trading days from the said Record Date and the Corporation sets the same on December 03, 2012.

Attached is a copy of the Order from the Commission.

Thank you.

Very truly yours,

ATTY. EVELYN S. ENRIQUEZ
Corporate Secretary

STOCK DIVIDEND (UPDATE):

STOCK	-	15%
EX-DATE	-	November 12, 2012
RECORD DATE	-	November 15, 2012
PAYMENT DATE	-	December 3, 2012



REPUBLIC OF THE PHILIPPINES
SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills
City Of Mandaluyong, Metro Manila

IN THE MATTER OF :

PHILIPPINE SEVEN CORPORATION

Fixing of Record Date of
Stock Dividend which is
payment for the Increase of
Capital Stock

X ----- X

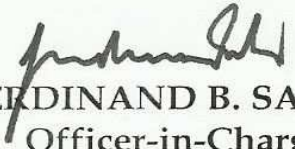
O R D E R

Upon consideration of the application for increase of capital stock from P400,000,000.00 to P600,000,000.00 of PHILIPPINE SEVEN CORPORATION and other papers and documents attached thereto, the Commission resolved to authorize the issuance of 51,996,445 shares of the par value of P1.00 or P51,996,445.00 to cover stock dividends declared by its Board of Directors and ratified by the corporation's stockholders representing at least two-thirds (2/3) of the outstanding capital stock on July 24, 2012 and the issuance of shares of stocks to stockholders of record as of November 15, 2012 pursuant to the Amended Rules Governing Pre-emptive and other Subscription Rights and Declaration of Stock or Cash Dividends of Corporations whose Securities are Registered under the Securities Regulation Code or Listed in the Stock Exchange.

SO ORDERED.

Mandaluyong City.

October 31, 2012


FERDINAND B. SALES
Officer-in-Charge

Company Registration and Monitoring Department