



# 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

17 December 2010

**PHILIPPINE STOCK EXCHANGE, INC.**  
3<sup>rd</sup> 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 Antonio Jose U. Periquet, Jr., Independent Director of Philippine Seven Corporation was appointed as Trustee of Lyceum University of the Philippines on December 9, 2010. 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

**3<sup>rd</sup> Thursday**

Secondary License Type, if Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC personnel concerned

File Number

\_\_\_\_\_  
LCU

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 : December 17, 2010
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 : 7<sup>th</sup> 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**


Antonio Jose U. Periquet, Jr., Independent Director of Philippine Seven Corporation, was appointed as Trustee of Lyceum University of the Philippines on December 9, 2010.

**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