



## 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

28 March 2011

**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:

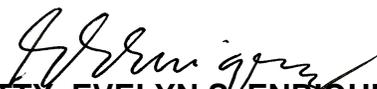
Pursuant to the disclosure requirements of PSE, we hereby advise that the Board of Directors of Philippine Seven Corporation (PSC) through the Chairman of the Board accepts the resignation of its stock transfer agent, Bank of the Philippine Islands-Stock Transfer Agency, effective April 30, 2011. Attached 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

**3<sup>rd</sup> 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

[Dashed box for STAMPS]

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 : 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

The Corporation was informed by BPI-Stock Transfer Agency that it will limit its services to affiliates and will discontinue providing services to external clients.

The Board of Directors of Philippine Seven Corporation (PSC) through its Chairman accepted the resignation of its stock transfer agent, Bank of the Philippine Islands Stock-Transfer Agency, effective April 30, 2011. Attached are copies of the resignation letter and the acceptance of PSC.

### 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



# BPI Stock Transfer Office

16<sup>th</sup> Floor BPI Building,  
Ayala Avenue corner Paseo de Roxas, Makati City 1226  
Tel. Nos. (632) 8169173 / 8169067-68  
TeleFax No. (632) 845-5515

March 04, 2011

**Philippine Seven Corporation**  
Shaw Boulevard, Mandaluyong City  
Metro Manila, Philippines

Attention: **Mr. Vicente T. Paterno** ✓  
Chairman of the Board

**Atty. Evelyn S. Enriquez**  
Corporate Secretary

Gentlemen:

Pursuant to paragraph 23 of our Transfer Agency Agreement dated August 28, 2007 which states:

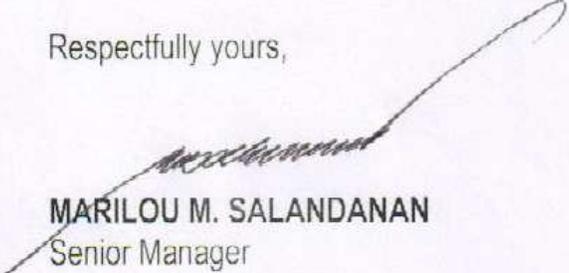
**“This letter of Agreement may be terminated upon thirty (30) days prior notice from us or from your company.”**

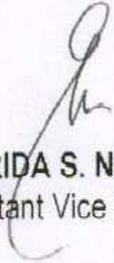
We hereby formally tender our resignation as your stock transfer agent effective April 30, 2011. Kindly advise us in writing of your new transfer agent 30 days before April 30, 2011, so we can facilitate the transfer of files and records immediately.

Should you need our help in finding a new transfer agent, we will be happy to assist you.

Again, allow us to thank you most sincerely for a mutually beneficial business relations we had with you.

Respectfully yours,

  
**MARILOU M. SALANDANAN**  
Senior Manager

  
**ELFRIDA S. NARBONETA**  
Assistant Vice President



# 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

**Bank of the Philippine Islands**  
Stock Transfer Agent  
Philippine Seven Corporation

Attention: ELFRIDA S. NARBONETE  
Assistant Vice President

MARILOU M. SALANDANAN  
Senior Manager

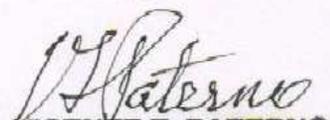
Gentlemen:

We refer to your letter dated March 04, 2011 conveying your formal resignation as Stock Transfer Agent (STA) for Philippine Seven Corporation effective April 30, 2011. In behalf of the Corporation, we accept your resignation as STA effective on above stated date.

Accordingly, for your coordination on the transfer of files and records, we wish to inform you that we have appointed BDO Unibank, Inc. Trust and Investment Group to be our stock and transfer agent effective May 01, 2011.

Thank you.

Sincerely yours,

  
VICENTE T. PATERNO  
Chairman of the Board