

PRIME MEDIA HOLDINGS, INC.

NOTICE OF ANNUAL MEETING OF STOCKHOLDERS

Please be advised that PRIME MEDIA HOLDINGS, INC. will hold its Annual Shareholders' Meeting on **25 October 2016, 9:30 am** at The Metropolitan Club Inc., Estrella corner Amapola Sts., Guadalupe Viejo, Makati City, with the following agenda:

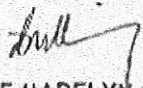
1. Call to Order
2. Certification of Quorum
3. Approval of Minutes of the previous meeting
4. Approval of Management Report and Audited Financial Statements
5. Ratification of Management's Act
6. Election of Directors
7. Appointment of External Auditor
8. Other Matters
9. Adjournment

The Board of Directors has fixed the close of business on the **23 September 2016** as the record date for the determination of stockholders entitled to notice of and to vote at the Annual Stockholders' Meeting.

All proxies (which must be acknowledged before a notary public) must be submitted to the Corporate Secretary on or before **14 October 2016, 5:00 p.m.** at the following address:

Prime Media Holdings, Inc.
c/o Ocampo and Manalo Law Firm
6th Flr. Pacific Star Building
Makati Ave. cor. Sen. Gil Puyat Ave.
Makati City
Attention: Monica Isabelle I. Villanueva

Very truly yours,


DIANE MADELYN C. CHING
Asst. Corporate Secretary

