

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.

Prime Media Holdings, Inc. PRIM

**PSE Disclosure Form 17-7 - Statement of Changes in Beneficial
Ownership of Securities**
*References: SRC Rule 23 and
Section 17.5 of the Revised Disclosure Rules*

Name of Reporting Person	ATTY. CHRISTOPHER SAM S. SALVADOR
Relationship of Reporting Person to Issuer	Assistant Corporate Secretary/ Co-Compliance Officer and Corporate Information Officer

Description of the Disclosure
SEC Form 23B to report that Atty. Christopher Sam S. Salvador is no longer subject to filing requirement.

Filed on behalf by:

Name	Reuben Carlo General
Designation	Corporate Secretary

COVER SHEET

2 2 4 0 1

S.E.C. Registration Number

P R I M E M E D I A H O L D I N G S , I N C .
 (f o r m e r l y F i r s t e - B a n k C o r p .)

(Company's Full Name)

1 6 t h F l o o r B D O T o w e r s
 V a l e r o (f o r m e r l y C i t i b a n k
 T o w e r) 8 7 4 1 P a s e o d e R o x a s
 M a k a t i C i t y

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

REUBEN CARLO O. GENERAL

Contact Person

8831-4479

Company Telephone Number

1 2 3 1
 Month Day
 Fiscal Year

SEC FORM 23B
 FORM TYPE

Month Day
 Annual Meeting

N/A

Secondary License Type, If Applicable

Dept. Requiring this
 Doc.

Amended Articles
 Number/Section

Total Amount of Borrowings

Total No. of
 Stockholders

nil
 Domestic

Foreign

 To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

