

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE (SRC)
AND SRC RULE 17(a)-1(b)(3) THEREUNDER

1. October 17, 2011
Date of Report

2. SEC Identification Number AS094-000088 3. BIR Tax Identification No. 003-058-789

4. SM PRIME HOLDINGS, INC.
Exact name of registrant as specified in its charter

5. PHILIPPINES 6. (SEC Use Only)
Province, country or other jurisdiction of Industry Classification Code:
incorporation

- 7 SM Corporate Offices, Building A, 1000 J.W. Diokno Boulevard, Mall of Asia Complex,
Pasay City, Philippines 1300
Address of principal office Postal Code

8. (632) 831-1000
Registrant's telephone number, including area code

9. _____
Former name or former address, if changed since last report

10. Securities registered pursuant to Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
COMMON STOCK, P1 PAR VALUE	13,898,943,067
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



Press Release

SM Prime Wins Various Awards from Asia Pacific Real Estate Association

(17 October 2011. Pasay City, Philippines.) SM Prime Holdings, Inc. (SM Prime), the Philippines' dominant mall developer and operator, won the Emerging Markets Highly Commended award from the Singapore-based Asia Pacific Real Estate Association (APREA) Best Practices Awards 2011. In addition, the Company has been given the following APREA merit awards: Emerging Markets – Valuation Category, Emerging Markets – Corporate Governance Category and Country Award – Best Submission from the Philippines. SM Prime received the multiple awards on 11 October 2011 during special ceremonies held in Singapore.

APREA is a non-profit industry association that represents the real estate sector in the Asia Pacific region. The association works to encourage greater investment in the real estate sector through the provision of better information to investors, improving the general operating environment, encouraging best practices, and generally unifying and strengthening the industry.

According to APREA's chief executive officer, Peter Mitchell, the awards help highlight the importance of APREA's best practices handbook recommendations and will go a long way in addressing the issues of fragmentation in the Asian real estate market, as well as influence a greater harmonization in standards and industry practices. He added that the entrants for the awards are all playing an important role in elevating the importance of best practices in the region and are actively enforcing them internally, and that their submissions were of the highest quality.

Currently, SM Prime owns and operates 41 SM shopping malls in the Philippines, with a combined gross floor area of approximately 5.0 million square meters and average daily foot traffic of three million. In addition, the Company has four SM malls in mainland China. For the rest of 2011, SM Prime is scheduled to open three new malls in the Philippines.

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For further inquiries:
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SM Prime Holdings, Inc.
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Tel. no.: 831.1000 loc. 1401

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SM PRIME HOLDINGS, INC.
Registrant

Date: October 17, 2011



JEFFREY C. LIM
Executive Vice President