

# COVER SHEET

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SEC Registration Number

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(Company's Full Name)

B	u	i	l	d	i	n	g	A	,	S	M	C	o	r	p	o	r	a	t	e	O	f	f	i	c	e	s	,
1	0	0	0	J	W	D	i	o	k	n	o	B	o	u	l	e	v	a	r	d	,	M	a	l	l	o	f	
A	s	i	a	C	o	m	p	l	e	x	,	P	a	s	a	y	C	i	t	y	1	3	0	0				

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

**Mr. Jeffrey C. Lim**

(Contact Person)

**831-1000**

(Company Telephone Number)

1	0
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*Month*  
(Calendar Period)

2	1
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*Day*

1	7	-	C
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(Form Type)

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*Month*

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*Day*

(Annual Meeting)

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Domestic

Foreign

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To be accomplished by SEC Personnel concerned

File Number

\_\_\_\_\_

LCU

Document ID

\_\_\_\_\_

Cashier

STAMPS

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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 21, 2010  
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
<b>COMMON STOCK, P1 PAR VALUE</b>	<b>13,348,191,367</b>
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.

## **PRESS RELEASE**

### **SM Prime to Open SM City Novaliches**

(21 October 2010. Pasay City, Philippines.) SM Prime Holdings, Inc. (SM Prime), the country's dominant mall developer and operator, will open its 40th shopping mall in the Philippines, SM City Novaliches, on Friday, 22 October 2010. The latest SM mall, with a gross floor area (GFA) of 60,334 square meters (sqm), is located along Quirino Highway in Barangay San Bartolome, Novaliches, Quezon City. It is also SM Prime's third mall in the city, after SM City Fairview and SM City North Edsa. The new mall is estimated to have provided up to 4,000 new jobs to include those of the mall's tenants and suppliers.

SM Prime President Mr. Hans T. Sy said, "We warmly welcome all our valued customers to our newest and 40th mall, SM City Novaliches. The area of Quezon City continues to be a key expansion area for SM malls. This reinforces our confidence in the prospects of Quezon City given its vibrant population and burgeoning business sector."

SM City Novaliches has a leasable area of 42,721 sqm, 85% of which has already been awarded to various tenants. The mall's anchor tenants are SM Supermarket, SM Department Store, SM Appliance Center, Ace Hardware, BDO, and Watsons. Other tenants include quick service restaurants Jollibee, KFC, McDonald's, Mang Inasal, Shakey's, and Pizza Hut; fashion and apparel retailers Bench, Penshoppe, Human, and Folded N Hung; and health and beauty salons Let's Face It, Davids, Ricky Reyes, and GQ Barber, among others. The amenities of SM City Novaliches include a food court with a seating capacity of over 500, four cinemas, parking slots for over 1,200 vehicles, and a terminal for public utility vehicles.

With the opening of SM City Novaliches, SM Prime malls all over the country now have a combined GFA of 4.8 million sqm. It will be the last SM mall to be opened in the Philippines for 2010. Before the year ends, SM Prime is scheduled to open its fourth SM mall in mainland China, which will be located in the city of Suzhou.

-End-

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 21, 2010

  
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**JEFFREY C. LIM**  
Executive Vice President