

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. April 29, 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
COMMON STOCK, P1 PAR VALUE	13,348,191,367
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.

PRESS RELEASE

SM Prime to Open SM City Tarlac

(29 April 2010. Pasay City, Philippines.) SM Prime Holdings, Inc. (SM Prime), the Philippines' dominant mall developer and operator, is set to open SM City Tarlac on Friday, 30 April 2010. It is the company's 37th shopping mall in the country and the very first in the province of Tarlac. The four-level mall has a gross floor area (GFA) of 103,340 square meters (sqm) and occupies 34,385 sqm of land.

SM City Tarlac has a leasable area of 39,219 sqm, 70% of which has already been leased out to tenants. The mall's anchor tenants are SM Supermarket, SM Department Store, Ace Hardware, SM Appliance, and personal care products distributor Watsons. Other tenants include quick service restaurants Jollibee, Savory Chicken, KFC, Goldilocks, and Starbucks; fashion and apparel retailers Bench, Penshoppe, and Guess; and footwear distributors Crocs, Sanuk, and All Flip Flops; among others. SM City Tarlac also features a 1,194-sqm food court, four cinemas, a Cyberzone, and parking for over 900 vehicles.

SM Prime president Hans T. Sy said, "We warmly welcome all our valued customers to our newest shopping mall, SM City Tarlac. Our new mall eagerly anticipates the arrival of its customers coming in from the progressive city of Tarlac and other nearby areas and provinces in Central and Northern Luzon. We are ready to provide them a first-rate, integrated shopping, dining, and entertainment experience, for which SM Prime is known."

Tarlac City is a fast emerging city in the province of Tarlac, a melting pot of sorts in Central Luzon because of its diverse cultural groups, mostly coming from Ilocos, Pampanga, and Pangasinan provinces, among others. It is also a major public transportation hub, serving thousands of commuters within Central and Northern Luzon.

SM City Tarlac is the first SM mall to be opened this year. It brings to 37 the total number of SM Prime malls all over the country, with a combined GFA of 4.6 million sqm.

For the rest of 2010, SM Prime is scheduled to open SM City Novaliches in Quezon City and SM City Calamba and SM Supercenter San Pablo, both of which are in the province of Laguna. The company is also set to open its fourth SM mall in mainland China, which will be located in the city of Suzhou. By year end, the company is expected to have 40 malls in the Philippines, with an estimated total GFA of 4.7 million sqm.

-End-

For further information, please contact:

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SM Prime Holdings, Inc.
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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: April 29, 2010



JEFFREY C. LIM
Executive Vice President