



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. May 16, 2006  
Date of Report
- 2. SEC Identification Number 0000-88                      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, 2000 Bay Boulevard, SM Central Business Park, Bay City, Pasay City, Metro Manila                      1226  
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>9,935,294,157</b>
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11. Indicate the item numbers reported herein: Other Matters, Item 9b.

This is to advise that SM Prime Holdings, Inc. will hold a Press Briefing on May 19, 2006 at 11:00 a.m. The venue of the briefing will be at the:

Italiannis Restaurant  
Entertainment Mall of The Mall of Asia  
SM Central Business Park, Bay City, Pasay City

The above information is being disclosed in accordance with the disclosure rules of the Securities and Exchange Commission and the Philippine Stock Exchange.

## 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: \_\_\_\_\_

\_\_\_\_\_  
**JEFFREY C. LIM**  
VP - Finance and Administration