



PHILIPPINE SEVEN CORPORATION

7th Floor, The Columbia Tower, Ortigas Avenue, Mandaluyong City 1550 Philippines
Telephone Nos. (632) 724-44-41 to 53 / 705-52-00
www.7-eleven.com.ph

April 7, 2011

PHILIPPINE STOCK EXCHANGE, INC.
3rd FLOOR, PSE PLAZA, Ayala Triangle
Ayala Avenue, Makati City.

Attention: **JANET A. ENCARNACION**
Head, Disclosures Department

Re: **SEC Form 17-C**

Gentlemen:

Pursuant to the disclosure requirements of PSE, we hereby advise that Philippine Seven Corporation will be holding its annual meeting of its stockholders on July 21, 2011 at 3:00 p.m.

In connection with the above, the record date to determine the list of stockholders eligible to vote in the said meeting shall be June 7, 2011. For this purpose, the Stock and Transfer books of the Corporation will be closed on June 7, 2011.

Attached is the copy of the Current Report SEC Form 17-C to be filed with Securities and Exchange Commission.

Thank you.

Very truly yours,

PHILIPPINE SEVEN CORPORATION

By:


ATTY. EVELYN S. ENRIQUEZ
Corporate Secretary

COVER SHEET

0 0 0 0 1 0 8 4 7 6

S.E.C Registration Number

P H I L I P P I N E

S E V E N

C O R P O R A T I O N

(Company's full Name)

7 t h F l r . T h e C o l u m b i a T o w e r

O r t i g a s A v e . M a n d a l u y o n g C i t y

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

Atty. Evelyn S. Enriquez
Corporate Secretary

Contact Person

724-44-41 to 51

Company Telephone Number

1 2 3 1

Month Day
Fiscal Year

1 7 . C

FORM TYPE

0 7

Month Day
Annual Meeting

3rd Thursday

Day

[Empty box for additional information]

[Empty box for Secondary License Type]

Secondary License Type, if Applicable

[Empty box for Dept. Requiring this Doc.]

Dept. Requiring this Doc.

[Empty box for Amended Articles Number/Section]

Amended Articles Number/Section

[Empty box for Total No. of Stockholders]

Total No. of Stockholders

Total Amount of Borrowings

[Empty box for Domestic Borrowings]

Domestic

[Empty box for Foreign Borrowings]

Foreign

To be accomplished by SEC personnel concerned

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File Number

LCU

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Document I.D.

Cashier

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STAMPS

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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

**CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2 (c) THEREUNDER**

1. Date of Report : April 7, 2011
2. SEC Identification Number : 108476
3. BIR Tax Identification No. : 040-000-390-189V
4. Exact Name of Issuer as specified in its charter : Philippine Seven Corporation
5. Province, Country or other jurisdiction : PHILIPPINES
6. Industry Classification Code: (SEC Use only)
7. Address of principal office : 7th Floor, The Columbia Tower
Ortigas Avenue, Mandaluyong
City 1501
8. Issuer's Telephone number, including area code : (632) 724-4441 to 51
9. Former name of former address, if changed since
last report : n / a
10. Securities Registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and
8

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Shares Outstanding – Common	301,428,666
Units – Warrants	0

11. Indicate the item number reported herein :

Item 9. Other Events

Item 9. Other Events

Annual Meeting Date and Record Date

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SIGNATURE

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

PHILIPPINE SEVEN CORPORATION

By:


EVELYN S. ENRIQUEZ
Corporate Secretary