

COVER SHEET

4 3 3 7 0
SEC Registration Number

F & J P R I N C E
H O L D I N G S C O R P O R A T I O N

(Company's Full Name)

5 T H F L O O R C I T I B A N K C E N T E R
8 7 4 1 P A S E O D E R O X A S M A K A T I
(Business Address: No. Street City / Town / Province)

Atty. Fina C. Tantuico
Contact Person

8927133 • 8927137
Company Telephone Numbers

1 2 3 1
Month Day
Fiscal Year

0 4 1 2
Month Day
Annual Meeting

SEC FORM 17-C

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

Form Type

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total Number of Stockholders

Total Amount of Borrowings
Domestic Foreign

File Number

LCU

Document I.D.

Cashier

STAMPS

Remarks = pls. use black ink for scanning purposes.

F & J Prince Holdings Corporation

08 February 2010

SECURITIES AND EXCHANGE COMMISSION

SEC Building, Epifanio delos Santos Avenue
Mandaluyong City

Attention : ATTY. JUSTINA F. CALLAÑGAN
Director, Corporation Finance Department

THE PHILIPPINE STOCK EXCHANGE, INC.

PSE Centre, Exchange Road,
Ortigas Center, Pasig City

Attention : MS. JANET A. ENCARNACION
Head – Disclosure Department

**Subject : Current Report Under Section 17 of the Securities Regulation
Code (SRC) and SRC Rule 17 (2)(c)**

Gentlemen:

Please be informed that the Board of Directors of **F & J PRINCE HOLDINGS CORPORATION** during its regular meeting held this morning, 08 February 2010, approved and adopted a resolution scheduling the Annual Stockholders' Meeting of the corporation on 28 July 2010 (Wednesday), instead of 12 April 2010 which is indicated in the By-Laws of the Corporation. We shall accordingly inform the stockholders concerned of this schedule and the details as to time and venue.

We trust you will find the foregoing in order.

Very truly yours,



ROBERT Y. COKENG
President

cc: **PHILIPPINE DEPOSITORY & TRUST CORPORATION**
37/F Tower I, The Enterprise Center, 6766 Ayala Avenue corner
Paseo de Roxas, Makati City

Attention : MS. TERESA N. NAPILAY
Manager, Equity Servicing
Fax No. 884-5098

5/F Citibank Center, 8741 Paseo de Roxas, Makati City 1226
Tel. Nos. 892-7133; 892-7137; 892-9443 * Fax: 892-7127; 892-7150
E-mail Address: prinznnet@compass.com.ph

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

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

1. **08 February 2010**
Date of Report (Date of earliest event reported)

2. SEC Identification Number **43370** 3. BIR Tax Identification No. **000-829-097**

4. *F & J Prince Holdings Corporation*
Exact name of issuer as specified in its charter

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

7. **5th Floor, Citibank Center Building**
8741 Paseo de Roxas, Makati City **1226**
Address of principal office Postal Code

8. **(632) 892-7133**
Issuer's telephone number, including area code

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

10. Securities registered pursuant to Sections 8 and 12 of the SRC or Section 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Class "A" Common	292,610,118
Class "B" Common	189,217,535

11. Indicate the item numbers reported in herein: **9**

Item 9. Other Events: Date of Annual Stockholders' Meeting

Please be informed that the Board of Directors of F & J Prince Holdings Corporation during its regular meeting held this morning, 08 February 2010, approved and adopted a resolution scheduling the Annual Stockholders' Meeting on 28 July 2010 (Wednesday), instead of 12 April 2010 which is indicated in the By-Laws of the Corporation. We shall accordingly inform the stockholders concerned of this schedule and the details as to time and venue.

SIGNATURES

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

F & J Prince Holdings Corporation
Issuer


ROBERT Y. COKENG
President

08 February 2010
Date