

F & J Prince Holdings Corporation

28 December 2010

SECURITIES AND EXCHANGE COMMISSION

SEC Bldg., Edsa, Greenhills
Mandaluyong City

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

THE PHILIPPINE STOCK EXCHANGE, INC.

4th Floor, PSE Center, Exchange Road
Ortigas Center, Pasig City

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

Subject : Purchase by Director of Shareholdings/Change
In Beneficial Ownership

Gentlemen:

Please be advised of the purchase by Mr. Robert Y. Cokeng, Chairman and President of F & J Prince Holdings Corporation (the "Issuer") of 15,000 Common "A" shares on 22 December 2010 at the price of P1.25 per share and 25,000 Common "A" shares on 23 December 2010 at a price of P1.25 per share. The purchase was made through his stockbroker, HDI Securities, Inc. Transmitted herewith is SEC Form 23-B in compliance with SRC Rule 23.

We trust that you find the foregoing in order.

Very truly yours,


(ATTY.) FINA C. TANTUICO
Corporate Secretary

My Docs>F&J>2010 Files>SEC Form 23-B>
Change of Beneficial Ownership-RYC

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