



# MEMO FOR BROKERS

No.2010-0284

NO.

The Philippine Stock Exchange, Inc.

<input type="checkbox"/>	Disclosures	<input type="checkbox"/>	Stockholders' Meeting	Others: *	<input type="checkbox"/>
<input type="checkbox"/>	Dividend Notice	<input type="checkbox"/>	SEC / Gov't Issuance		<input type="checkbox"/>
<input type="checkbox"/>	Stock Rights Notice	<input type="checkbox"/>	Transfer Agent's Notice		<input type="checkbox"/>

Date : 17 JUNE 2010

Subject : PSE CEBU-DUMAGUETE-DAVAO STOCK MARKET ROADSHOW

The Philippine Stock Exchange (PSE) is set to conduct free stock market briefings in the cities of Cebu, Dumaguete and Davao starting next week to spur investor awareness and boost local participation in the stock market.

The first of the series of seminars will be conducted for members of the Cebu Chamber of Commerce and Industry from June 22 to 24 at the Cebu International Convention Center in Cebu City from 12 noon to 2 PM. Another seminar will be held in Dumaguete City on June 25 at 1 PM for students of Silliman University at the university auditorium. This will be followed by another seminar on June 26, at 830 AM for the members of the Negros Oriental Chamber of Commerce at the Bethel Guest House.

The last of the seminar series will be conducted in Davao for students of the Ateneo de Davao University on June 28 from 1 to 5PM at the university campus.

This activity is part of PSE's widened investor education program to increase local participation in the stock market. Through this financial literacy campaign, we hope to also promote the stock market as an effective venue for mobilizing capital for business enterprises outside Metro Manila. The PSE will be joined by experts from management as well as trading participants who will talk about the basics of investing, advantages of listing on the PSE, and investing in Real Estate Investment Trusts (REITs), to name a few.

We encourage Trading Participants (TPs) to join the roadshow and conduct marketing and selling activities during the events in Cebu, Dumaguete and Davao. Please note, however, that due to a limited space, we can accommodate only fifteen (15) brokers on a first-come, first-served basis. Please note that an exhibitor's fee of Php 2,000.00 will be charged to the participating broker. Transportation, accommodations and other incidental expenses will be for the account of those who wish to join. We encourage those who cannot join to send their account opening forms, brochures, and other marketing collaterals which can be given out to the participants during the event. Please submit your collaterals to the Market Education Department not later than Monday, 21 June 2010.

For more information, please call Mr. Jay Peñaflor at 688-7537.

For your information and guidance.

**ENRICO M. TRINIDAD**

VP, Head - Capital Markets Development Division

Leo G. Quinitio

Finance / Admin / Membership Tel. No. 688-7560/7440/7460	Compliance & Surveillance Grp. Tel. No. 688-7559	Listing & Disclosures Grp. Tel. No. 688-7501/7510	COO / Automated Trading Grp. Tel. No. 688-7405/819-4400	Capital Markets Dev't Div. Tel. No. 688-7539	CEO / Legal Tel. No. 688-7400/819-4408
---	---	--	--	---	---