



February 25, 2015

PHILIPPINE STOCK EXCHANGE, INC.

3rd Floor Philippine Stock Exchange Plaza,
Ayala Triangle, Ayala Avenue,
Makati City, Philippines

Attention: **Ms. JANET A. ENCARNACION**
Head, Disclosure Department

RE: **Signing of a Deed of Sale of Shares**

Gentlemen:

Please be informed that Century Pacific Food, Inc. ("CNPF) **acquired today a 100% interest in Centennial Global Corporation ("CGC").**

CGC is the corporate vehicle that holds the various brands, trademarks, and related intellectual property of the Century Group of Companies.

These brands include "*Century Tuna*", "*Argentina*", "*555*", "*Wow Ulam*", "*Birch Tree*", "*Fresca*", "*Lucky 7*", "*Angel Evaporated*", among others.

As a result of this transaction, CNPF shall have direct ownership and control of said brands, trademarks, and related intellectual property which are currently registered under the name of CGC.

Very Truly Yours,

GIOVANNA M. VERA
Investor Relations Officer

PSE Disclosure Form 4-2 - Acquisition/Disposition of Shares of Another Corporation

Date of Approval by Board of Directors	February 2, 2015
Rationale for the transaction including the benefits which are expected to be accrued to the Issuer as a result of the transaction	
As a result of this transaction, CNPF shall have direct ownership and control of brands, trademarks, and related intellectual property currently registered under the name of Centennial Global Corporation	
Details of the acquisition or disposition	
Date	February 25, 2015
Manner	
Execution of a Deed of Sale of Shares covering the sale by Shinning Ray Limited of all its equity interest in Centennial Global Corporation	
Description of the company to be acquired or sold	
Centennial Global Corporation was formed to house various brands, trademarks, and related intellectual property of the Century Group of Companies.	
The terms and conditions of the transaction	
Number of shares to be acquired or disposed	100 shares
Percentage to the total outstanding shares of the company subject of the transaction	100%
Price per share	USD1.00 per share
Nature and amount of consideration given or received	
A price of One Hundred Dollars (USD100.00) covering 100 common shares	
Principle followed in determining the amount of consideration	
Sale price per share is the par value of One Dollar (USD1.00) per common share	
Terms of payment	
The aforesaid selling price will be fully-paid for by CNPF in cash	
Conditions precedent to closing of the transaction, if any	

NA	
Any other salient terms	
NA	
Identity of the person(s) from whom the assets were acquired or to whom they were sold	
Name	Nature of any material relationship with the Issuer, their directors/ officers, or any of their affiliates
Shinning Ray Limited	Shinning Ray Limited is a wholly-owned subsidiary of Century Canning Corporation, the parent company of CNPF
Effect(s) on the business, financial condition and operations of the Issuer, if any	
As a result of this transaction, CNPF shall have direct ownership and control of brands, trademarks, and related intellectual property currently registered under the name of Centennial Global Corporation.	
Other Relevant Information	
NA	