

5 November 2013

MS. JANET A. ENCARNACION
Head, Disclosure Department
Philippine Stock Exchange,
Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue, Makati City

RE: Calata Launches Golden Bean Feeds

Dear Ms. Encarnacion,

Pursuant to the Revised Disclosure Rules of the Philippine Stock Exchange (the “Exchange”), please be advised that as a result of the successful partnership of Calata Corporation (the “Company”) with the New Hope Group, the Company shall be introducing its new line of animal feeds under its company-owned brand “Golden Bean.”

In a meeting held yesterday, November 4, 2013, the Board of Directors approved the Company’s sales and marketing team’s new and aggressive approach in bringing Golden Bean Feeds not only to its existing dealers in Luzon but also to all other dealers throughout the country. Furthermore, as part of its all-out campaign to prepare for actual distribution, last October 26, 2013, the Company held a product launching of the Golden Bean Feeds at the Crown Plaza which was attended by its existing and prospective dealers nationwide.

The Company likewise introduced its celebrity endorsers namely Ms. Martina Aileen “Ai Ai” Delas Alas, “Brod Pete”, “Dagul” and Michael Angelo Lobrin; world-renowned artist/composer Mr. Noel Cabangon, Love Radio FM (90.7) DJs: “Nicolehyala”, “Christsuper” and “Papa Jack” and Yes FM (101.1) DJs: “Chico Loco”, Missy Hista” and “Rica Hera” to be Golden Bean’s product ambassador throughout the country.

With the Company’s efforts in full blast, it is expected that in a short span of time, the Golden Bean Feeds will be the leading feed brand in the country’s 150 billion feed industry, thereby significantly increasing the company’s revenues as well as shareholder value.

Finally, the Company’s aggressive initiatives towards corporate growth shall not be limited to the feeds distribution business but shall include all business opportunities in the agriculture industry making it one of the leading agri firms in the country with real value and real business.

Very truly yours,



Atty. Jose Marie E. Fabella
Corporate Secretary / Corporate Information Officer /
Compliance Officer