



UNIVERSAL ROBINA
CORPORATION

43rd FLOOR ROBINSONS EQUITABLE TOWER ADB AVE. COR. POVEDA RD. ORTIGAS CENTER, PASIG CITY
TEL. NO.: 633-7631 to 40, 240-8801 FAX NO.: 633-9207, 240-9106

October 1, 2010

PHILIPPINE STOCK EXCHANGE, INC.
3rd Floor, Tower One and Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Gentlemen:

Please find attached a copy of SEC Form 17-C which we are filing with the Securities and Exchange Commission regarding the appointment of Mr. Cornelio S. Mapa, Jr. as Executive Vice President of Universal Robina Corporation.

Thank you.

Very truly yours,

ROSALINDA F. RIVERA
Corporate Secretary

/mhd

COVER SHEET

SEC Registration Number **9170**

U N I V E R S A L R O B I N A C O R P O R A T I O N

(Company's Full Name)

4 3 r d F l o o r , R o b i n s o n s E q u i t a b l e T
o w e r , A D B A v e n u e c o r n e r P o v e d a R o
a d , O r t i g a s C e n t e r , P a s i g C i t y

(Business Address: No. Street City/Town/Province)

Atty. Rosalinda F. Rivera
Corporate Secretary

(Contact Person)

633-7631 to 40

(Company Telephone Number)

0 9 3 0

Month Day
(Fiscal Year)

1 7 - C

(Form Type)

Third Thursday of April

Month Day
(Annual Meeting)

Appointment of Officer

N/A

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Total No. of Stockholders

Amended Articles Number/Section

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier

STAMPS

Remarks: Please use BLACK ink for scanning purposes.

SECURITIES AND EXCHANGE COMMISSION

SEC Form 17-C

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

1. **October 1, 2010**
(Date of Report)

2. SEC Identification No. **9170**
3. BIR TIN: **040-000-400-016**

4. **UNIVERSAL ROBINA CORPORATION**
(Exact name of issuer as specified in its charter)

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

7. **43rd Floor, Robinsons-Equitable Tower, ADB Ave. cor. P. Poveda St., Ortigas Center, Pasig City**
(Address of principal office)
- 1600**
(Postal Code)

8. **(632) 633-7631 to 40**
(Issuer's Tel. No., including area code)

9. **NA**
(Former name or former address, if changed since last report)

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

Title of Each Class

Number of Shares of Common Stock
Outstanding and Amount of Debt Outstanding**Common****2,070,354,433**

SEC FORM 17-C**UNIVERSAL ROBINA CORPORATION**11. **Item 4 – Resignation, Removal or Election of Registrant’s Directors of Officers**

Please be advised that the Board of Directors of Universal Robina Corporation (the “Corporation”) approved the appointment of MR. CORNELIO S. MAPA, JR. as Executive Vice President of the Corporation.

In compliance with Rule 23 of the Securities Regulation Code, please be advised that MR. CORNELIO S. MAPA, JR. has no beneficial ownership over any shares of the Corporation.

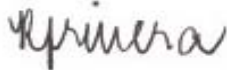
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SIGNATURES

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.

Universal Robina Corporation
(Issuer)

October 1, 2010
(Date)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)