



Bloomberg Resorts Corporation

(formerly Active Alliance, Inc.)

15 October 2012

PHILIPPINE STOCK EXCHANGE

Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue, Makati City

Attention: Janet A. Encarnacion
Head, Disclosure Department

Re: Bloomberg Resorts Corporation

Gentlemen:

We hereby inform the Exchange that Mr. Joe Valdes, the Vice President of Development and Planning of Bloomberg Resorts Corporation acquired a total of 111,000 shares of BLOOM from the open market on the following dates at the following prices:

Date	Number of Shares	Price
10/08/2012	20,000	PhP12.58 per share
10/08/2012	7,000	PhP12.66 per share
10/08/2012	2,000	PhP12.66 per share
10/08/2012	1,000	PhP12.68 per share
10/09/2012	70,000	PhP12.50 per share
10/12/2012	11,000	PhP12.80 per share

Very truly yours,

BLOOMBERRY RESORTS CORPORATION

By: 

SILVERIO BENNY J. TAN
Corporate Secretary