



**UNIVERSAL ROBINA
CORPORATION**

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

February 18, 2010

PHILIPPINE STOCK EXCHANGE, INC.
Philippine Stock Exchange Center
Exchange Road, Ortigas Center
Pasig City, Metro Manila

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

Gentlemen:

Please be advised that the Board of Directors of Universal Robina Corporation (“Corporation”) has approved the merger of CFC Corporation, Cebu Industrial and Management Co., Inc., CFC Clubhouse, Incorporated, South Luzon Green Land, Inc., and URC Confectionery Corporation with and into the Corporation.

These companies, which are also engaged in the food business and in owning and maintaining plant and other related properties, are wholly and effectively owned by the Corporation.

The above-described merger is intended to achieve the following objectives: a) to integrate administrative processes and eliminate the duplication of functions; b) to attain greater efficiency and economy in the management of their operations and allow more productive usage of resources; and c) to increase financial strength and creditworthiness.

The proposed merger shall be presented for approval at the annual meeting of the stockholders of the Corporation on April 15, 2010.

Thank you.

Very truly yours,

ROSALINDA F. RIVERA
Corporate Secretary