

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. **13 July 2010**  
Date of Report
2. SEC Identification No: **AS093-7946** 3. BIR Tax Identification No: **003-831-302-000**
4. **Alliance Global Group, Inc.**  
Exact name of issuer as specified in its charter
5. **Metro Manila**  
Province, Country or other jurisdiction of incorporation or organization
6. (SEC use only)  
Industry classification code
7. **7<sup>th</sup> Floor, 1880 Eastwood Avenue, Eastwood City CyberPark  
188 E. Rodriguez, Jr. Avenue, Bagumbayan  
Quezon City, Metro Manila, Philippines**  
Address of issuer's principal office
8. **(632) 7092038 to 41**  
Issuer's telephone number, including area code
9. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA:

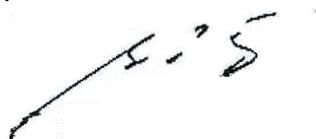
Title of Class	No. of Shares of Common Stock Outstanding
<b>Common</b>	<b>9,719,727,979</b>
10. Item 9 (b)  
  
Please see attached Press Release.

SIGNATURE

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.

ALLIANCE GLOBAL GROUP, INC.

By:



**DINA INTING**  
FVP for Finance and  
Corporate Information Officer

## **Alliance Global to Build New 540-room Hotel in Newport City**

Alliance Global Group, Inc. (AGI) is set to start the construction of the 540-room, luxury Hamilton Hotel within the 25-hectare Newport City across from the Ninoy Aquino International Airport (NAIA) Terminal 3 in Pasay City.

“It is the fourth hotel to rise in Newport City, and it clearly demonstrates both our strong commitment in and our confidence in the potential of the tourism industry in the Philippines,” said AGI President Kingson Sian.

Hamilton comes on the heels of the Marriott and Maxims hotels in Newport City, both already operational, and the ongoing Remington Hotel, expected to be completed by the first half of 2011.

Hamilton Hotel, once completed in 2012, will bring to about 1,900 the total number of hotel rooms in Newport City.

AGI is scheduled to break ground for Hamilton by the third quarter this year.

Another two hotels are programmed to rise within the next five years in Newport City, bringing the total room count to around 2,500. This will make Newport City the country's single real estate project with the largest concentration of hotel rooms.

Hamilton's strategic location across from NAIA Terminal 3 will make it attractive to local and foreign tourists alike. Aside from luxury hotels, Newport City boasts the country's first integrated tourism estate, Resorts World Manila (RWM).

RWM's facilities range from a shopping mall and a 1,500-seat performing arts theater to cinemas, restaurants and high-end luxury shops to an exclusive lifestyle club, spas and gaming areas.

Since opening of RWM last August, the number of visitors has reached the 2 millionth mark. With the number of hotel rooms existing and planned AGI expects that foreign visitors to RWM should reach 800,000 within the next 3 years. This can easily translate to tourist receipts of at least US\$1 billion. In addition, the direct and indirect employment generation Newport City shall grow from the current 8,000 to 25,000 workforce within the same period.

AGI is committed to develop its tourism business aggressively as it aligns its focus with the government's thrust to boost tourist arrivals in the country and expand the impact of the tourism industry on the rest of the economy, Sian said.