

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. **12 August 2008**  
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. **20<sup>th</sup> Floor, IBM Plaza Bldg., Eastwood City CyberPark  
188 E. Rodriguez, Jr. Avenue, Bagumbayan  
Quezon City, Metro Manila, Philippines**  
Address of issuer's principal office
8. **(632) 911-2949 to 52**  
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>10,216,951,979</b>
10. Item 9 (b)

The Andrew Tan-led Alliance Global Group, Inc. has forged a deal with Star Cruises, Limited for the joint development of two tourism-oriented projects in Metro Manila through Alliance Global's subsidiary, Travellers International Hotel Group, Inc.

Star Cruises is the third largest cruise line operator in the world, with assets of US\$6.4 billion in 2007. It is a member of the Malaysia-based Genting Group, one of the largest leisure and entertainment companies in the world.

Alliance Global, on the other hand, is one of the Philippines' most liquid conglomerates with a cash hoard of P24.9 billion and consolidated assets of P108 billion as of the first quarter of 2008.

Travellers International will invest at least US\$1.55 billion in two large-scale tourism-oriented projects in Metro Manila over the next five years. This will make it the largest hotel owner in the country, with a total of 5,000 rooms.

Travellers International plans to invest US\$1.1 billion to develop a 37-hectare property at the Manila Bay area into a 24 x 7 integrated entertainment city called Manila Bayshore. It will host several hotels with about 3,400 rooms and a world-class theme park on a par with some of the best theme parks in the US and around Asia.

Travellers International will also invest US\$450 million to build three hotels as well as a themed shopping and entertainment center in Newport City. Newport City is a 25-hectare master-planned urban resort complex located across from the Ninoy Aquino International Airport (NAIA) Terminal 3.

Once completed, the Newport City hotel project will have a total of about 1,600 rooms. The six-star, all-suite Maxims Hotel will account for 176 rooms; the five-star Marriott Hotel, 365 rooms; and a three-star hotel with 1,060 rooms. Marriott is expected to open in 2009 while Maxims and the three-star hotel will start operations by 2010.

Maxims' 176 hotel rooms will include three villas each with a private swimming pool and 24 suites equipped with a private outdoor jacuzzi and garden.

Travellers International was granted a license to develop the two tourism-oriented urban projects by the Philippine Amusement and Gaming Corporation (PAGCOR) on June 2, 2008. Both projects are expected to generate at least 108,000 jobs upon full operations.

Alliance Global has disclosed to the Philippine Stock Exchange Star Cruises' acquisition of an aggregate of 50 percent direct and indirect interest amounting to US\$335 million in Travellers International.

"The next few years will be exciting for the Philippine tourism industry, and we want to play a major role in promoting and developing this industry," Alliance Global President Kingson Sian said.

"We believe in the vision of making the Philippines one of the best tourist destinations in Asia, and together with our partner Star Cruises, we will make this happen," he said.

The Philippine tourism industry, under the leadership of Tourism Secretary Ace Durano, has undergone a major resurgence with tourist arrivals hitting record levels every year for the last four years.

Although it still lags behind its neighbors in terms of tourist arrivals, the Philippines has a tremendous potential with its God-given natural beauty and vast manpower pool that has long excelled in service-oriented industries.

The recent opening of the NAIA Terminal 3 will pave the way for the emergence of Newport City as a tourism gateway for the Philippines, Sian said.

"Newport City, with its strategic location, will serve as the 'first taste' of Philippine hospitality for tourists coming here. It will showcase the best in Philippine entertainment, shopping, accommodation and gaming experience," he said.

In support of Travellers International's efforts to promote tourism, the Philippine Economic Zone Authority has named Newport City one of the country's first tourism economic zones.

The Manila Bayshore project, meanwhile, will serve as a tourists' gateway to the country via the world-renowned Manila Bay. Travellers International and Star Cruises are planning to make Manila one of Star Cruises' regular ports of call.

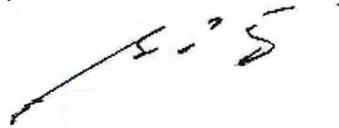
"We are exploring the possibility of bringing in the tourists aboard Star Cruises' ships as our way of reviving the interest in 'cruising the seas' and making our visitors experience a different way of entering the country," Sian said.

**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:

A handwritten signature in black ink, appearing to read 'DINA INTING', written over a faint rectangular box.

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