

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. **3 July 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>10,269,827,979</b>

10. Item 9 – Other Matters

Alliance Global Group Inc., the holding firm of taipan Andrew Tan, announced today its plans to build the country's first all-suites hotel in Newport City, via an investment of approximately P3.8 billion.

The group's tourism arm, Travellers International Hotel Group Inc., will undertake the development of Maxim's Hotel in cooperation with Star Cruises Ltd., which is also Alliance Global's partner for its stake in Pagcor's Manila Bay Tourism City project.

"With the opening of Ninoy Aquino International Airport Terminal 3, we are expecting a surge in tourist arrivals. The Maxim's Hotel, the country's first all-suites luxury hotel, will be rushed to give these tourists a memorable and positive business experience here in our country," Alliance Global Chairman Andrew Tan declared.

Maxim's Hotel is a luxury hotel brand of Genting Group, a sister company of Hong Kong-listed Star Cruises Ltd.

Alliance Global is tapping the expertise of world-renowned Gettys Chicago to design the interiors of the Maxim's Hotel suites so that these will all bear the mark of luxury, which frequent guests have come to associate its brand with. Gettys has completed interiors for over 500 luxury hotel and five-star resort projects in the Americas and the Caribbean region – including The Ritz-Carlton Chicago

and the Hilton Grand Vacation Club in Hawaii. The firm is renowned in the hospitality industry for its “fresh thinking, creative solutions and uncompromising design.”

Gettys Chicago is also the appointed interior designer for the grand lobby of Megaworld’s luxury One Central residential condominium project in Makati City.

Maxim’s Hotel Newport City will feature 158 king and junior suites, about a dozen deluxe suites and one presidential suite from the fourth to the eighth floors. A personal butler will service all the suites, which start at a floor area of about 50 square meters for the king suite and a spacious 100 to 150 square meters for the junior suites.

Three private villa residences with individual pools are planned for the fourth floor. The same floor will host a luxurious pool for the exclusive use of hotel guests.

The hotel will be built on a one-hectare lot beside a lagoon, near the entrance to Newport City in Villamor Airbase. It will have a gross floor area of more than 20,000 square meters.

The lower floors of the hotel will be allocated for the Newport Entertainment and Commercial Center. This new mall will feature signature brands at the ground floor, a performance stage at the second level and four cinemas at the third floor.

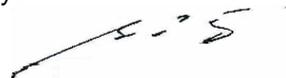
Newport City is a 25-hectare residential, commercial and office development of Alliance Global’s property arm, Megaworld Corporation. At full development, the project will feature luxury residential condominiums, shopping malls, restaurant strips and business process outsourcing (BPO) office condominiums.

## **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*