



August 7, 2008

Disclosure Department
The Philippine Stock Exchange, Inc.
Philippine Stock Exchange Centre
Exchange Road, Ortigas Center
Pasig City

Attention: **ATTY. PETE M. MALABANAN**
Head, Disclosure Department

Re: Appointment of new Senior Vice President and Chief
Financial Officer

Gentlemen:

Pursuant to the Exchange's Rules of Disclosures, please be informed that Mr. Ramon G. Trajano assumes the position of Senior Vice President and Chief Financial Officer (CFO) of Splash Corporation.

Mr. Trajano had stints as CFO and Finance Director in the health care, life insurance and contact center industries. He was a former CFO and Operations Head of Ayala Health Care Inc. and eventually assumed the role of Finance Director of Ayala Life Assurance Inc. Apart from overseeing accounting and finance functions, he also concurrently led governance, procurement, administration and operations areas. Prior to handling finance leadership roles, he spent 3 years in project management with Ayala Land Inc. and had an accumulated 12-year experience in commercial banking here and abroad.

Mr. Trajano holds a Masters Degree in Business Administration from the Wharton School of the University of Pennsylvania and a Bachelors Degree in Economics and Accounting from De La Salle University, Manila.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "Ma. Lourdes B. Rodriguez", written in a cursive style.

ATTY. MA. LOURDES B. RODRIGUEZ
Compliance Officer

SPLASH CORPORATION

**SEC FORM 17-C
CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION
CODE AND SRC RULE 17.2(c) THEREUNDER**

1. Date of Report
August 7, 2008
2. SEC Identification Number
3. BIR Tax Identification No:001-096-221
4. Exact name of issuer as specified in its charter: **SPLASH CORPORATION**
5. Province, country or other jurisdiction of incorporation: Philippines
6. Industry Classification Code: (SEC Use Only)
7. Address of principal office
3/F HBC Corporate Centre,
548 Mindanao Ave., Quezon City Postal Code: 1116
8. Issuer's telephone number, including area code
(02) 984-5555
9. Former name or former address, if changed since last report
N/A
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Common Shares listed in the Philippine Stock Exchange	223,848,107 common shares

11. Indicate the item numbers reported herein:

Item 4.B. Election or appointment of Registrant's Directors or Officers

(1) **MR. RAMON G. TRAJANO** **Senior Vice President and
Chief Financial Officer**

After Reasonable inquiry to the best of my knowledge and belief, I certify that the information set forth in this report is true, complete and accurate. This report is signed in Quezon City on 7th of August 2008

SPLASH CORPORATION

By:



ATTY. MA. LOURDES B. RODRIGUEZ
Compliance Officer