

September 9, 2010

PHILIPPINE STOCK EXCHANGE
Disclosure Department
3rd Floor Tower One and Exchange Plaza
Ayala, Triangle, Ayala Avenue
Makati City

Attention: **MS. JANET A. ENCARNACION**
Head, Disclosure Department

Gentlemen:

We submit herewith the attached SEC Form 23-A (Initial Statement of Beneficial Ownership of Securities) of Mr. Alfonso Iñigo A. Hortaleza.

Thank you.

Very truly yours,


VENERANDA M. TOMAS
Compliance Officer

COVER SHEET

A S 0 9 1 9 6 2 0 6

SEC Registration Number

S P L A S H C O R P O R A T I O N
A N D S U B S I D I A R I E S

(Company's Full Name)

H B C C o r p o r a t e C e n t r e ,
5 4 8 M i n d a n a o A v e n u e c o r n e r
Q u i r i n o H i g h w a y , Q u e z o n C i t y

(Business Address : No. Street City / Town / Province)

Ms. VENERANDA M. TOMAS

(Contact Person)

984-5555

(Company Telephone Number)

1 2 3 1
Month Day
 (Fiscal Year)

2 3 - A
 (Form Type)

0 6 1 9
Month Day
 (Annual Meeting)

Not Applicable

(Secondary License Type, if applicable)

CFD

Dept. requiring this document

67

Total Number of Stockholders

Total Amount of Borrowings

Domestic

Foreign

 To be accomplished by SEC Personnel concerned

File Number

_____ LCU

Document ID

_____ Cashier

S T A M P S

Remarks : Use BLANK ink for scanning purposes

FORM 23-A

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 23 of the Securities Regulation Code

REVISED

1. Name and Address of Reporting Person HORTALEZA ALFONSO INIGO ANG (Last) (First) (Middle) 98 SWALLOW DRIVE, GREENMEADOWS SUBD. (Street) QUEZON CITY (City) (Province) (Postal Code)		2. Date of Event Requiring Statement (Month/Day/Year) SEPTEMBER 2, 2010		3. Issuer Name and Trading Symbol SPLASH CORPORATION (SPH)		6. Relationship of Reporting Person to Issuer (Check all applicable) Director _____ <input checked="" type="checkbox"/> Officer _____ (Give title below) 10% Owner _____ Other _____ (Specify below)		7. If Amendment, Date of Original (Month/Day/Year)	
4. Citizenship FILIPINO		241-557-995		5. Relationship of Reporting Person to Issuer ASSISTANT TO THE CHAIRMAN & CEO - INTERNATIONAL OPERATIONS					
1. Class of Equity Security		2. Amount of Securities Beneficially Owned		3. Ownership Form: Direct (D) or Indirect (I)		4. Nature of Indirect Beneficial Ownership			
		%		Number					
COMMON		0.01%		40,000		(D)			
COMMON				1		(I)		(2)(A)	
COMMON				1		(I)		(2)(A)	
COMMON				1		(I)		(2)(A)	
COMMON				40,003					
				Balas of 9/2/2010					

If the reporting person previously owned 5% or more but less than 10% provide the disclosure requirements set forth on page 3 of this Form.

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.
(Print or Type Responses)

- (1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:
 - (A) Voting power which includes the power to vote, or to direct the voting of, such security; and/or
 - (B) Investment power which includes the power to dispose of, or to direct the disposition of, such security.
 - (2) A person will be deemed to have an indirect beneficial interest in any equity security which is:
 - (A) held by members of a person's immediate family sharing the same household;
 - (B) held by a partnership in which such person is a general partner;
 - (C) held by a corporation of which such person is a controlling shareholder, or held by a corporation of which such person is a controlling shareholder, or
 - (D) subject to any contract, arrangement or understanding which gives such person voting power with respect to such security.
- Dr. Rolando B. Hortalaza, Dr. Rosalinda B. Hortalaza, Ms. Alize Krisame A. Hortalaza

FORM 23-A (continued)

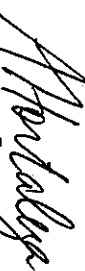
Table II - Derivative Securities Beneficially Owned (e.g., warrants, options, convertible securities)

1. Derivative Security	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Equity Securities Underlying the Derivative Security		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security (Direct (D) or Indirect (I)) *	6. Nature of Indirect Beneficial Ownership
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
NOT APPLICABLE							

Explanation of Responses:

After reasonable inquiry and 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 September 9, 2010

By:



ALFONSO INIGO A. HORTALEZA

Assistant to the Chairman & CEO - International Operations