

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. **18 October 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) 709-2038 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<br>Outstanding |
|----------------|--|
| <b>Common</b>  | <b>9,719,727,979</b>                         |

10. Item 9(b)

**ALLIANCE GLOBAL SUBSIDIARY EDI POSTS RECORD 9-MONTH INCOME**

Emperador Distillers, Inc. a 100 percent subsidiary of Andrew Tan-led conglomerate Alliance Global Group, Inc., has reported a net income of P1.061 billion for the first three quarters of 2010.

“This goes down as the highest income that we have ever achieved for a nine-month period, and it’s already 86 percent higher than that for the whole year of 2009,” said Emperador Distillers President Winston Co.

Co expects 2010 to be a banner year in revenue and income for EDI. “We are confident that our net income this year will be the highest in the history of Emperador Distillers,” he said.

EDI's strong performance is largely due to improved consumer confidence and spending as well as the company's ability to innovate and control cost, said Co.

The record revenue gains also reflect EDI's strong financial management as it has zero bank debt, he said.

EDI is the country's largest brandy manufacturer, with Emperador Brandy as its flagship brand. To seize new profit and growth opportunities, the company launched its foray into the white spirit segment by introducing the first flavored vodka and gin under the brand name The BAR in 2009.

"The BAR follows the blue ocean strategy as it targets uncontested market space with exciting offerings and a high-end image appeal," said Co. "The Bar has successfully penetrated all segments of the socio-economic market from A to D."

The BAR sold 50 million bottles in the first 12 months of its launch, making the brand an instant success.

"This wide market acceptance of The BAR is a first in Philippine liquor history," said Co. He disclosed that EDI would launch two more new beverages within the last quarter of the year.

"The two new products are the result of a long, careful market study and research that EDI has undertaken, and they represent the latest innovations that we are bringing into the mainstream of the liquor industry," said Co.

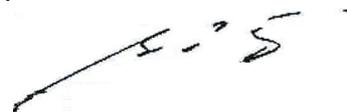
"I promise you that the new drinks will be very, very exciting. We expect them to create a new demand and generate additional revenue for EDI in the coming years," he said.#

#### **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:



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