

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

**CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATIONS CODE (SRC)
AND SRC RULE 17(a)-1(b)(3) THEREUNDER**

1. **June 15, 2010**
Date of Report (Date of earliest event reported)
2. **152747** SEC Identification Number 3. **050-000-153-790** BIR Tax Identification Number
4. **AYALA LAND, INC.**
Exact Name of registrant as specified in its charter
5. **REPUBLIC OF THE PHILIPPINES** Province, country or other jurisdiction of incorporation 6. (SEC Use Only) Industry Classification Code
7. **30/F, Tower One, Ayala Triangle, Ayala Avenue, Makati City** Address of principal office **1226** Postal code
8. **(632) 848-6168**
Registrant's telephone number, including area code
9. **Not Applicable**
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 4 and 8 of the SRC

As of March 31, 2010

Title of Each Class	Number of Shares of Common Stock Outstanding	Amount of Debt Outstanding
COMMON SHARES	13,001,279,745	P 18.7 Billion

Indicate the item numbers reported herein : **Please refer to attached letter**

Re: Avida Land Corp launched Avida Towers Cebu

Pursuant to the requirements of the Securities Regulations Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AYALA LAND, INC.

Registrant


ALFONSO JAVIER D. REYES
Deputy Compliance Officer

Date : **June 15, 2010**

June 15, 2010

PHILIPPINE STOCK EXCHANGE

Attention: **Ms. Janet A. Encarnacion**
Head, Disclosure Department

SECURITIES AND EXCHANGE COMMISSION

Attention: **Director Justina F. Callangan**
Corporation Finance Department

PHILIPPINE DEALING AND EXCHANGE CORP.

Attention: **Ms. Ma. Concepcion Magdaraog**
Issuer Compliance and Disclosures Department

Mesdames:

Please be informed that Ayala Land, Inc. (the "Company"), through its wholly-owned subsidiary Avida Land Corp. ("Avida"), has launched today Avida Towers Cebu, the first Ayala Land condominium community in Cebu City and the Company's maiden entry into the Visayas-Mindanao ("Vis-Min") region.

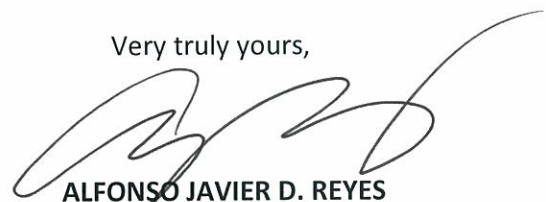
A joint development project with Asian I-Office (which is also a joint venture between Ayala Land and Cebu Property Ventures and Development Corp.), Avida Towers Cebu will feature two towers and is situated on a 6,262 square meter property inside Asiatown IT Park in Cebu City. The first tower will offer 518 units ranging from studio, one- and two-bedroom units, with prices starting at Php1.6 million per unit.

This latest project cost will form part of the nearly 2,000 condominium units Avida plans to release for sale in 2010 in various metropolitan locations. It plans to invest approximately Php5.0 billion this year, Php2.2 billion of which is expected to be allocated for the development of in-city condominiums.

Ayala Land's expansion in the Vis-Min area is part of the Company's strategy to significantly expand its presence in various growth centers and reach out to a greater number of Filipinos across the country. Future Ayala Land developments in the region will include malls, hotels, BPO office buildings and other residential developments.

For your information.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Alfonso', written over a white background.

ALFONSO JAVIER D. REYES
Deputy Compliance Officer