

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE (SRC) AND SRC RULE 17.1

- 1. February 18, 2013 Date of Report (Date of earliest event reported)
2. 152747 SEC Identification Number
3. 000-153-790-000 BIR Tax Identification Number
4. AYALA LAND, INC. Exact Name of registrant as specified in its charter
5. MAKATI CITY, 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) 750-6974 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 8 and 12 of the SRC or Sections 4 and 8 of the RSA

As of December 31, 2012

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Rows include COMMON SHARES and VOTING PREFERRED*

Indicate the item numbers reported herein : Item 9. Other Events

Re: Clarification regarding The Manila Bulletin Online and Malaya Business News Online articles entitled "ALI expects another banner year" and "ALI to sell part of FTI" on February 17, 2013

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.

Date : February 18, 2013

AYALA LAND, INC. Registrant
Signature of JAIME E YSMAEL
Senior Vice President, Chief Finance Officer and Chief Compliance Officer

*Unregistered



SEC Reg. No. 152747

18 February 2013

Philippine Stock Exchange, Inc.
3rd Floor, Tower One and Exchange Plaza
Ayala Triangle, Ayala Ave., Makati City

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

Dear Ms. Encarnacion,

We write in response to your letter dated February 18, 2013 requesting Ayala Land Inc. ("the Company") to clarify and/or confirm the news article entitled "ALI Expects Another Banner Year" posted in The Manila Bulletin Newspaper Online on February 17, 2013 and "ALI to sell part of FTI" posted in the Malaya Business News Online on February 17, 2013. The articles reported in part that:

1. *Ayala Land, Inc. (ALI) expects double-digit growth in 2013 as growth trajectory shows the property arm of the Ayala conglomerate easily breaching the P10-billion profit mark from the record P9.04 billion earned last year.*

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2. *Instead of borrowing from the banks to set up infrastructures for the 74-hectare property in Paranaque City bought from the state-owned Food Terminal, Inc., Ayala Land will sell a portion of that prime property.*

Commitments have been made to buyers but official documentation cannot be prepared until ALI gets authority to sell from the government.

Ayala Land bought the property for about P24 billion or roughly P36,000 per square meter. Several buyers are said to be willing to pay as much as P150,000 per square meter or about five times the acquisition price.

Sources said ALI plans to sell in minimum lots of 2,000 square meters.

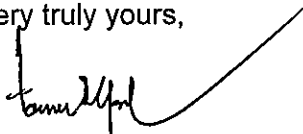
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We confirm that the Company remains optimistic of another double-digit growth in 2013 on the back of our planned project launches, coupled with a sustained favorable economic backdrop.

We also confirm that the Company was able to secure the license to sell for the FTI property in December 2012 and has reserved/sold commercial lots as of January 2013 at a gross list price of P155 thousand per square, with available cash discounts for short payment terms. Average lot size sold was at 2,500 square meters, with some lots having an area of a little over 10,000 square meters. As in any typical business district development, significant outlays other than the land cost, will still have to be spent to construct the road network, utilities, amenities and other infrastructure projects to make the property ready for development by locators.

Thank you.

Very truly yours,



Jaime E. Ysmael
*Senior Vice-President,
Chief Finance Officer and
Chief Compliance Officer*

Cc:

Securities and Exchange Commission
SEC Building, Mandaluyong City
Attention: Hon. Justina F. Callangan
Director, Corporation and Finance Department

Philippine Dealing and Exchange Corporation
37th Floor, Tower 1, The Enterprise Center
6766 Ayala Ave cor. Paseo de Roxas, Makati City
Attention: Ms. Ma. Concepcion Magdaraog
Head, Issuer Compliance and Disclosures Department