

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. November 12, 2012 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. [Redacted] (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 September 30, 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 PREFERREDERS*.

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

Re: Clarification re Phil. Star article "ALI Builds Retail Portfolio with Strategic Partners" _11.10.12

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 : November 12, 2012

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

*Unregistered



SEC Reg. No. 152747

12 November 2012

Securities and Exchange Commission
SEC Building, Mandaluyong City

Attention: Hon. Justina F. Callangan
Director, Corporation and Finance Department

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

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

Dear Ms. Encarnacion,

We write in response to your letter dated November 12, 2012 requesting Ayala Land Inc. ("the Company") to clarify and/or confirm the news article entitled "ALI builds retail portfolio with strategic partners" posted in philSTAR.com on November 10, 2012. The article reported in part that:

"Property giant Ayala Land Inc. (ALI) is intent on developing its retail portfolio through partnerships with established local and foreign brands, a top company executive said.

Specifically, ALI targets more than 100 FamilyMart convenience stores and the rollout of numerous department stores in the next five years, said ALI chief finance officer Jaime Ysmael.

....

Ysmael said the Company will spend P80 million to put up 30 FamilyMart stores next year and about P300 million to reach more than 100 convenience stores in the next five years.

....

We wish to confirm that the Company is investing P83 million to establish 30 FamilyMart stores in 2013 and an additional investment of at least P300 million to put up over 100 FamilyMart stores in the next five years.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Jaime E. Ysmael', with a long, sweeping flourish extending to the right.

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