

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. September 03, 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 June 30, 2013

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Rows include COMMON SHARES (14,172,673,524) and VOTING PREFERRED\* (13,066,494,759) with a total debt of P 22.50 Billion (bonds).

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

Re: Clarification regarding the Inquirer.net news article entitled "IRC eyes 3 property dev't sales in Rizal" on September 02, 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.

AYALA LAND, INC. Registrant

PAMELA ANN T. PEREZ Deputy Compliance Officer

Date : September 03, 2013

\*Unregistered

SEC Reg. No. 152747

03 September 2013

**Philippine Stock Exchange, Inc.**  
3<sup>rd</sup> Floor, Tower One and Exchange Plaza  
Ayala Triangle, Ayala Ave., Makati City

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

Messrs & Mesdames:

We respond to your letter this morning, seeking our comment on the news article entitled "IRC eyes 3 property dev't sales in Rizal" posted on Inquirer.net on September 02, 2013. The article reported in part that:

*Real estate firm IRC Properties is working on three separate property deals that seek to unlock better values out of its land inventory of more than 2,000 hectares in Binangonan, Rizal.*

....

*The second deal involves what Pena Sy describes as a "very prime" local real estate developer, to whom IRC plans to sell an initial parcel of about 50 hectares of land in Rizal by the end of this month.*

*Asked whether this "privileged and prestigious" developer is Ayala Land Inc., Pena Sy did not confirm nor deny.*

....

We are constantly exploring potential opportunities for real estate developments in various parts of the country. However, at this point, Ayala Land, Inc. is not in discussions with IRC Properties Inc. about the "property deals" referred to in the news article.

We hope this clarifies the matter. Please feel free to contact us if you have any more queries.

Thank you.

Very truly yours,

  
**Pamela Ann T. Perez**  
*Deputy 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**

37<sup>th</sup> 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*