

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 10, 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*S (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 philSTAR.com news article entitled "Manila Golf to be bought by Ayala Land?" on September 10, 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

Handwritten signature of Paul C. Cheah

PAUL C. CHEAH
Alternate Compliance Officer

Date : September 10, 2013

*Unregistered



SEC Reg. No. 152747

10 September 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

Messrs & Mesdames:

We respond to your letter this morning, seeking our comment on the article under the Spybits column entitled "Manila Golf to be bought by Ayala Land?" posted in philStar.com on September 10, 2013. The article reported in part that:

Rumors continue to fly that Ayala Land Inc. is contemplating the idea of purchasing Manila Golf and Country Club lock, stock and barrel to give Ayala more leverage in its plans to develop the adjacent Bonifacio Global City. Even without the territorial dispute involving Taguig and Makati, traffic along McKinley is already very tight – and according to sources privy to backroom talks, the giant developer is planning to transfer the 43-hectare 18-hole golf course to its FTI (Food Terminal Inc.) property located in South Superhighway in Taguig.

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Manila Golf members, especially the 70-plus senior members, are not too keen on the idea of transferring the upscale club because its current location is very convenient to many who reside in the nearby exclusive gated villages like Dasmarinas and Forbes.

Several members, however, are seeing the Ayala purchase as a "win-win" situation especially if one considers the still dreadful traffic situation in Mckinley and Bonifacio Global City. With Makati share prices almost hitting the roof, the estimated value for the 43-hectare Manila Golf could be placed at P51.6 billion (at a conservative P120,000 per square meter), making each of the 573 members' share worth P90.05 million – which makes it a good deal for both sides, one of the members calculated.

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We would like to clarify that while Ayala Land, Inc. constantly explores options to enhance and expand our developments, our company is not in discussions with the management or shareholders of the Manila Golf Club regarding the acquisition of the 18-hole golf course in Makati City.

Thank you.

Very truly yours,



Paul C. Cheah
Alternate 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