

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. June 28, 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. (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 March 31, 2011

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Row 1: COMMON SHARES, 13,044,415,650, P 4.9 Billion Bonds

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

Re: Launch of One Bonifacio High Street

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

Date : June 28, 2012

PAMELA ANN T. PEREZ Deputy Compliance Officer



SEC Reg. No. 152747

June 28, 2012

**Securities and Exchange Commission**  
SEC Building, EDSA, Mandaluyong City

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

**Philippine Stock Exchange, Inc.**  
3/F Tower One and Exchange Plaza  
Ayala Triangle, Ayala Ave., Makati City

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

**Philippine Dealing and Exchange Corporation**  
37/F 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*

Mesdames:

Please be informed that Ayala Land, Inc. (the "Company"), together with Evergreen Holdings and Fort Bonifacio Development Corporation, launched today One Bonifacio High Street, its newest premium mixed-use block in Bonifacio Global City. One Bonifacio High Street is a P30 billion-project that will seamlessly integrate a grade AAA office building, a premium lifestyle center, an all-suite residential tower by Ayala Land Premier, as well as a 5-star Shangri-La Hotel.

The grade AAA office building will soon be home to the Philippine Stock Exchange, while the 4-level prime lifestyle hub will be the address of different flagship stores and luxury shops that will complement the premium ambiance of One Bonifacio High Street.

Meanwhile, Ayala Land Premier expands its footprint with the first and only all-suite residential development in the block named The Suites, a 63-storey iconic tower that will banner 298 residential suites and limited edition sky villas with living spaces ranging from 136 square-meters to 430 square-meters. Officially launched on June 24, 2012, there are only three units available for sale to date. Turnover for The Suites is expected to commence on the fourth quarter of 2018.

The launch of One Bonifacio High Street is consistent with Ayala Land's thrust of continually developing large scale, mixed-use urban hubs in the country.

For your information.

Very truly yours,



**PAMELA ANN T. PEREZ**  
Deputy Compliance Officer