

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE (SRC) AND SRC RULE 17(a)-1(b)(3) THEREUNDER

- 1. April 29, 2010
Date of Report (Date of earliest event reported)
- 2. 152747
SEC Identification Number
- 3. 050-000-153-790
BIR Tax Identification Number
- 4. AYALA LAND, INC.
Exact Name of registrant as specified in its charter
- 5. REPUBLIC OF THE 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) 848-6168
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 4 and 8 of the SRC

As of December 31, 2009

Title of Each Class	Number of Shares of Common Stock Outstanding	Amount of Debt Outstanding
<u>COMMON SHARES</u>	<u>13,001,279,745</u>	<u>P 18.8 Billion</u>


Indicate the item numbers reported herein : Please refer to attached letter

Re: Launch of Lerato of Alveo Land

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



ALFONSO JAVIER D. REYES
Deputy Compliance Officer

Date : April 29, 2010



SEC Reg. No. 152747
SEC Sec. Code No. E-5000

April 29, 2010

PHILIPPINE STOCK EXCHANGE

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

SECURITIES AND EXCHANGE COMMISSION

Attention: **Director Justina F. Callangan**
Corporation Finance Department

PHILIPPINE DEALING AND EXCHANGE CORP.

Attention: **Ms. Ma. Concepcion Magdaraog**
Issuer Compliance and Disclosures Department

Mesdames:

Please be informed that Ayala Land, Inc. ("the Company") launched its latest high-rise upscale residential development in Makati Central Business District North called The Lerato under the Company's Alveo brand.

The development will involve the construction of three residential condominium towers with an estimated total cost of Php3.0 billion. The first tower will begin construction by June this year and is expected to be completed by 2015, consisting of 540 studio and one-bedroom units.

Located along Malugay St. near the Reposo Area (now named Nicanor Garcia St.), future residents of The Lerato will appreciate the development's proximity to commercial, retail, educational and institutional landmarks such as Ayala Malls (Glorietta and Greenbelt), Makati Medical Center, Medical Plaza, Ateneo Graduate School, Mapua Institute of Technology, De La Salle Graduate School of Business, Assumption College, Colegio San Agustin, Makati Sports and Makati Golf Clubs.

The project will feature a Meditation room, an audio visual/theatre room, picnic/barbeque area, jogging trail, and a roof deck/garden.

For your information.

Very truly yours,



ALFONSO JAVIER D. REYES
Deputy Compliance Officer