

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. March 11, 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. [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) 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: Clarification on news article regarding The Meranti sales

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 : March 11, 2010

Patricia C. A. de Pedro
PATRICIA CARMEN A. DE PEDRO
Alternate CIO



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

March 11, 2010

Philippine Stock Exchange

Attn.: **Ms. Janet A. Encarnacion**
Head, Disclosure Department
4/F PSE Center, Exchange Road
Ortigas Center, Pasig City

Dear Ms. Encarnacion,

We write in response to your letter dated March 11, 2010 requesting Ayala Land, Inc. (“the Company”) to confirm or deny the veracity of the news article entitled “ALI unit to build P2.1-B new Serendra condo” published in the March 11 21, 2010 issue of The Manila Bulletin. The article reported, in part, that:

“... In an interview with reporters, Alveo president Dante Abando said The Meranti will offer 715 studio as well as one to three bedroom units at P110,000 per square meter. Total sales is expected to reach over P4 billion. ALI senior vice president for corporate sales and marketing Rex Mendoza said sales has already reached P750 million for priority selling alone, accounting for 90 units, and is expected to breach P1 billion once project is formally launched next week.... ”

We wish to confirm that the Company will build a new residential condominium at Two Serendra in Bonifacio Global City. This newest development, The Meranti, from the Company’s middle-income residential brand Alveo will have an estimated project cost of Php2.1 billion and will offer a total of 715 units ranging from studio types to three-bedroom units which are priced at around P110,000 per square meter. The total sales value expected to be generated from the project is approximately Php4 billion.

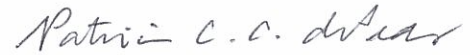
We wish to clarify however that a one-day priority selling for the project generated Php700 million in sales, instead of Php750 million quoted in the news article, covering 90 units. This is expected to reach Php1 billion on its second priority selling day scheduled next week.

The Meranti, the newest tower to rise within Phase 3 of Two Serendra, will be a welcome addition to The Aston and The Red Oak and perfectly complements the tenets of one of the most innovative and pioneering developments of the Alveo brand under the Company’s residential product portfolio.

The launch of The Meranti is consistent with the Company’s goal of increasing its product offerings and constantly developing and redeveloping strategic areas within attractive growth centers across the country to deliver the best value to our customers and shareholders.

For your information.

Very truly yours,



PATRICIA CARMEN A. DE PEDRO
Alternate CIO

cc: 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