

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 14, 2011 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. 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 4 and 8 of the SRC

As of December 31, 2010

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Row 1: COMMON SHARES, 13,028,944,485, P 21.0 Billion

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

Re: Clarification of news article regarding Ayala Land launching 70 projects worth Php82 billion

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 Alfonso Javier D. Reyes, Deputy Compliance Officer

Date: April 14, 2011



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

April 14, 2011

Philippine Stock Exchange
Attn.: **Ms. Janet A. Encarnacion**
Head, Disclosure Department
3/F Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Dear Ms. Encarnacion,

We write in response to your letter dated April 14, 2011 requesting Ayala Land, Inc. ("the Company") to confirm or deny the veracity of the news article entitled "Ayala Land launching 70 projects worth P82B" published in *Manila Standard Today* on April 14, 2011. The article reported, in part, that:

"Ayala Land Inc., the biggest property company, will launch 70 projects worth P82 billion this year as the company accelerates its residential, commercial shopping, office and hotels businesses.

... Ayala Land head of residential business Bobby Dy also disclosed that the company registered Php10 billion in reservation sales for over 3,000 units in the first three months of the year.

... "We are on track to meeting our Php45 billion to Php50 billion reservation sales target for the whole year," Dy said. "

We wish to clarify that the "Php10 billion in reservation sales for over 3,000 units in the first three months of the year" was merely an estimate of the first quarter performance of the Company's residential business group. The official results will be disclosed during the Company's first quarter Analysts' Briefing and corresponding SEC 17-Q submission, scheduled for May 11, 2011. All other information provided in the news article is generally accurate.

For your information.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Alfonso', written over a printed name and title.

ALFONSO JAVIER D. REYES
Deputy Compliance Officer

cc:

Securities & Exchange Commission
Attn.: Director Justina F. Callangan
Corporation & Finance Department

Philippine Dealing and Exchange Corporation
Attn.: Ms. Ma. Concepcion Magdaraog
Issuer Compliance and Disclosures Dept.