

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. July 18, 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 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, 13,028,980,303, P 30.4 Billion

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

Re: Clarification of news article regarding Bacolod lot award invalid

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: July 18, 2011



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

July 18, 2011

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

Dear Ms. Encarnacion,

We write in response to your letter dated July 18, 2011 requesting Ayala Land, Inc. ("the Company") to comment on the news article entitled "SM Prime contests Bacolod property award" posted in *philSTAR.com* on July 18, 2011. The article reported, in part, that:

"SM Prime Holdings is contesting the award to Ayala Land, Inc. of the 77,068-square meter prime property in Bacolod City owned by the provincial government which was bid out early this month.

In a statement issued yesterday, SMPHI counsel Vince Bayhon described as illicit the negotiated sale resorted to by the provincial government of Negros Occidental to dispose of the property in view of the pendency of the injunction petition filed by SMPH against the governor and the members of the committee on awards and disposal of properties which is pending with a Bacolod regional trial court.

In its petition, SMPH said it submitted a far more superior bid from that of ALI in the July 7 bidding, but which was later declared a failure after both SMPH and ALI allegedly submitted bids below the appraised value of the property. SMPH said the awards committee only disclosed the appraisal value of P19,500 after the actual bidding."

We are aware of the injunction petition filed by SM Prime Holdings against the Provincial Government of Negros Occidental (PGNO), to which we are not a party. But given that the Company followed all of the bidding procedures and documentary requirements prescribed by the PGNO, we are confident that the award will be sustained.

Very truly yours,

ALFONSO JAVIER D. REYES
Deputy Compliance Officer

cc:

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

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