

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 5, 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. 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) 848-5313 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

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Row 1: COMMON SHARES, 13,001,279,745, P 18.8 Billion

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

Re: Clarification of news article regarding 4 firms vying for Jusmag property

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.

Date : March 5, 2010

AYALA LAND, INC. Registrant
Signature of JAIME E. YSMAEL
Senior Vice President, Chief Finance Officer, and Compliance Officer



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

March 5, 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 5, 2010 requesting Ayala Land, Inc. (“the Company”) to confirm or deny the veracity of the news article entitled “4 firms vie for Jusmag property” published in the March 5, 2010 issue of Malaya. The article reported, in part, that:

“Four groups – Ayala Land Inc., the consortium of Filinvest Land Inc. and Filinvest Alabang Inc., Megaworld Corp., and Robinsons Land Corp. – have submitted bids for the 34.5 hectare prime Jusmag property, Aileen Zosa, executive vice president and spokesperson of the Bases Conversion and Development Authority (BCDA), yesterday said... ”

We wish to confirm that Ayala Land did in fact participate in the public bid for the 34.5 hectare Jusmag property and that we submitted a bid before the March 3, 2010 deadline set by BCDA.

For your information.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Jaime E. Ysmael', with a large, sweeping flourish extending to the right.

JAIME E. YSMAEL

Senior Vice President, Chief Finance Officer,
and 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.