



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

February 7, 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 February 7, 2011 requesting Ayala Land, Inc. ("the Company") to confirm or deny the veracity of the news article entitled "Ayala Land to Double Sales" published in *Manila Standard Today* on February 7, 2011. The article reported, in part, that:

"Ayala Land, Inc. plans to double sales this year from 9,000 residential units in 2010 valued at P50 billion..."

We confirm that the article is broadly consistent with the Company's plans to launch more projects in 2011. Please be advised however that the details of our 2010 results, as well as our 2011 plans, will be discussed fully during the Company's Analysts' Briefing scheduled on Friday, February 11, 2011, and disclosed accordingly in our SEC 17-C Report (Unaudited 2010 Financial Results) which will be released prior to the briefing.

For your information.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Alfonso', written over a horizontal line.

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.