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.	February 7, 2011				10140140014011
	Date of Report (Date of ea	rriest event reported)			
2.	152747	3.	050-000·	153-790	
	SEC Identification Number	r	BIR Tax	Identification Number	
4.	AYALA LAND, INC.				10110111011101
	Exact Name of registrant a	as specified in its charter			
5.	MAKATI CITY, PHILIPPIN			(SEC Use Only	<u>y)</u>
	Province, country or other incorporation	jurisdiction of	Industry	Classification Code	
7.	30/F, Tower One, Ayala	Friangle, Avala Avenue, I	Makati City	1226	
	Address of principal office			Postal cod	e
8.	(632) 750-6974				
	Registrant's telephone nu	ant's telephone number, including area code			
9.	Not Applicable Former name or former address, if changed since last report				
	Former name or former a	ddress, if changed since la	st report		
10.	Securities registered pursuant to Sections 4 and 8 of the SRC				
	As of September 30, 2010				
	Title of Each Class	Number of Shares of Common Stock Outstand	ΑП	Amount of Debt Outstanding	
	COMMON SHARES	13,023,363,594	41119	P 19.9 Billion	
	icate the item numbers repo	rted herein :l	Please refe	r to attached letter	*******
Re:	Clarification of news ar	ticle regarding Ayala Laı	nd to doub	e sales	
this re	Pursuant to the requiren eport to be signed on its beh	nents of the Securities Re nalf by the undersigned he	gulations Co reunto duly	ode, the registrant has authorized.	duly cause
			A۱	ALA LAND, INC.	
		••••		Registrant	*************
				~	

Date: February 7, 2011

ALFONSO JAVIER DEREYES
Deputy Compliance Officer



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

Dear Ms. Encarnacion,

Makati City

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,

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.