

**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 26, 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. [REDACTED] (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

Title of Each Class	Number of Shares of Common Stock Outstanding	Amount of Debt Outstanding
COMMON SHARES	13,028,944,485	P 21.0 Billion

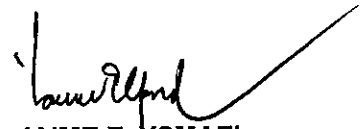
Indicate the item numbers reported herein : Please refer to attached letter

Re: Resignation of Mr. Rex Ma. A. Mendoza as Group Head for Corporate Marketing and Sales

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

Date : April 26, 2011


JAIME E. YSMAEL
Senior Vice President, Chief Finance Officer,
and Compliance Officer



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

April 26, 2011

Securities and Exchange Commission
SEC Building, Mandaluyong City

Attention: Hon. Justina F. Callangan
Director, Corporation & Finance Department

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

Philippine Dealing and Exchange Corporation
37F Tower 1, The Enterprise Center
6766 Ayala Ave cor. Paseo de Roxas, Makati City

Attention: Ms. Ma. Concepcion Magdaraog
Head, Issuer Compliance and Disclosures Dept.

Mesdames:

Please be advised that Mr. Rex Ma. A. Mendoza, Senior Vice-President and Group Head for Corporate Marketing and Sales of Ayala Land, Inc., is leaving the Company to take on the position of President and Chief Executive Officer of Philippine American Life and General Insurance Company beginning June 2011. The Marketing and Sales organizations currently under Mr. Mendoza remain intact and will report to Mr. Bernard Vincent O. Dy, Senior Vice-President and Group Head for Residential Businesses.

For your information.

Very truly yours,

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

JAIME E. YSMAEL

Senior Vice President, Chief Finance Officer,
and Compliance Officer