

September 27, 2010

PHILIPPINE STOCK EXCHANGE, INC.

3rd Floor, Tower1
PSE Plaza, Ayala Trianlge
Ayala Ave., Makati City


Attention: **Ms. Janet A. Encarnacion**
Head, Disclosure Department

Ladies and Gentlemen:

Alphaland Corporation (the "Company") wishes to inform the Exchange that during a meeting of the Executive Committee of the Board of Directors earlier this morning, Mr. Fernando R. Santico, Jr. was appointed as the Chief Operating Officer of the Company. Mr. Santico will hold this position concurrent with his current position as the Executive Vice President of the Company.

We trust you find the foregoing in order.

Very truly yours,


Rodolfo Ma. A. Pongerrada
Corporate Information Officer