

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE  
AND SRC RULE 17.2(c) THEREUNDER

1. December 15, 2010  
Date of Report (Date of earliest event reported)
2. SEC Identification Number 170957 3. BIR Tax Identification No. 000-533-224
4. FILINVEST LAND, INC.  
Exact name of issuer as specified in its charter
5. Philippines 6.  (SEC Use Only)  
Province, country or other jurisdiction of Industry Classification Code:  
incorporation
7. FDC Bldg., 173 P. Gomez Street, San Juan, Metro Manila 1500  
Address of principal office Postal Code
8. (632) 727-04-31 to 55  
Issuer'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 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Stock Outstanding
<b>Common</b>	<b>24,249,759,506</b>
<b>Preferred</b>	<b>8,000,000,000</b>

11. Indicate the item numbers reported herein: Item 9


Please see attached press release which is self-explanatory.

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FILINVEST LAND, INC.  
Issuer

Date December 15, 2010

  
Apollo M. Escarez  
Corporate Information Officer

## **PRESS RELEASE**

### **Filinvest Land's Sales Take-Up Grew 48% Year-to-Date November 2010**

Filinvest Land, Inc. (FLI), one of the country's largest developers and a leader in the mass housing market, announced that sales take-up for the period January to November 2010 reached Php8.9 billion, 48% more than the Php6.0 billion generated during the same period in 2009.

Sales take-up for the eleven-month period already surpassed 2009's full year take-up of Php 7.0 billion by 27%.

All of FLI's products, from socialized housing, affordable housing and middle-income housing (collectively called mass housing) as well as high-end projects, contributed to the growth. But the Company's mid-rise buildings (MRBs, which fall under middle-income housing), contributed the most to the growth.

FLI currently has five MRB projects under the "Oasis" series in Metro Manila, namely, One Oasis Ortigas, Bali Oasis Marcos Highway, Maui Oasis Sta. Mesa, Sorrento Oasis Pasig and Capri Oasis Pasig. It also has One Oasis Cebu and One Oasis Davao. Recently, it announced two more additions to the "Oasis" series, Amalfi Oasis and San Remo Oasis, within Citta de Mare in the South Road Properties in Cebu.

Last November 27, Club Oasis was inaugurated at One Oasis Ortigas. Club Oasis features three swimming pools, a basketball court and a clubhouse with a fitness gym, billiards room, music room and a kids' playroom.

MRB projects are inner city projects with several 5-storey buildings clustered around the project's central amenity area. MRBs offer a much better living environment due to its low-density development, compared to high-rise condominium buildings. Cost of one unit in an MRB is lesser due to lower construction cost attributable to the lower height of the building. MRBs in inner city locations provide an alternative to buyers who do not want the daily commute to and from the nearby provinces but cannot afford the high prices of high-rise condominium projects within Metro Manila.