



April 25, 2011

PHILIPPINE STOCK EXCHANGE

Listing and Disclosure Department
Exchange Road, Ortigas Center, Pasig City

Attention: Ms. Janet A. Encarnacion
Head, Disclosures Department

Subject: Vista Land & Lifescapes, Inc.: **Press Release 4/25/2011**

Gentlemen:

Please see attached copy of the press release on Vista Land's low-cost housing unit Lessandra.

Truly Yours,

A handwritten signature in black ink, appearing to read 'B. Edang', is written over the typed name.

Brian N. Edang
Officer-in-charge

Vista Land's Low-Cost Housing Unit Lessandra Will Offer P12B Worth of New Developments in 2011

Top home developer Vista Land and Lifescapes is aggressively expanding Lessandra, the low-cost housing unit of Camella, with plans to launch projects worth P12 billion nationwide this year.

Vista Land president Benjamarie Serrano said Lessandra has already launched projects worth a total of P40 billion from 2007 to 2010. Vista Land envisions that there will be a Lessandra presence in most Camella communities throughout the country.

Serrano explained that Lessandra was initially developed in 2007 as a Camella townhome series in response to the need for affordability in the low-cost housing segment.

While Camella serves the higher P1.2 million to P4 million per unit bracket, Lessandra caters to families looking to build a home in the P0.50 million to P1.2 million segment.

However, like Camella, Lessandra is intended to embody practical and modern living standards. Its aim is to provide friendly and accessible home environments for start-up families.

Lessandra already has a presence in 18 key cities nationwide where it has launched 37 projects amounting to over 10,000 housing units developed over a total of 150 hectares of land.

Serrano said Vista Land continues to be bullish about the prospects of Lessandra because it has gained strong market acceptance and its growing patronage has helped it to carve out its own niche where it is now the acknowledged market leader.

"Vista Land was the first to recognize the strong need for more home units in this segment and has been serving this market even when other property developers were focused on the middle to high-end markets," Serrano said.

She added that this segment continues to account for the biggest share of the housing backlog in the country and Vista Land remains committed to serve it by providing affordable, quality units.

Serrano said Lessandra has the advantage of experience from Camella's long years of serving this particular market segment.

She noted that Lessandra has become Camella's bestseller just four years after it started by offering two-storey, two-bedroom value-priced townhomes that used quality construction materials and designed with efficiencies of space planning.

Lessandra communities now offer more choices such as single detached house and lot Rina and Marga model homes while maintaining its popular townhomes series Reana, Margarita and Sandra.

It is now in Camella's cluster communities located in Daang Hari, Imus and Bacoor in Cavite; Caloocan; Antipolo; Baliwag and Bulakan in Bulacan; Mexico and Apalit in Pampanga; Tarlac, Sta. Barbara, Pangasinan, Isabela and Tuguegarao in the North. Lipa and Sto. Tomas, Batangas, Naga, Camarines Sur, Cebu, Iloilo, Bacolod, Davao and Cagayan de Oro in the South.

Serrano said Lessandra's simplified and straightforward payment scheme also complements the convenience and expediency inherent in the company.

"The affordability of Lessandra remains unmatched. The low, monthly amortization is the key to Lessandra's affordability," she explained noting that a Lessandra home and lot package only requires minimum deposit with flexible loan and financing packages available to suit every homebuyers' budget.

"Lessandra is VistaLand's most practical solution to owning a home today. It is the company's most practical solution to the country's urgent need to provide quality, low-cost housing to thousands of Filipino families dreaming of owning a home they can call their own," Serrano said.

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