



April 10, 2015

PHILIPPINE STOCK EXCHANGE

3rd Floor, Tower One and Exchange Plaza
Ayala Triangle, Ayala Ave., Makati City
Attention: Ms. Janet A. Encarnacion
Head, Disclosures Department

PHILIPPINE DEALING AND EXCHANGE CORPORATION

37th Floor, Tower 1, The Enterprise Center
6766 Ayala Ave. cor Paseo de Roxas, Makati City
Attention: Ms. Vina Vanessa S. Salonga
Head, Issuer Compliance and Disclosure Department

Subject: Vista Land & Lifescapes, Inc.: **Press Release 04/10/2015**

Gentlemen:

Please see attached copy of the press release on Vista Land's project launches under the Camella Brand.

Very truly yours,

A handwritten signature in black ink, appearing to read 'B. Edang', with a horizontal line extending to the right.

Brian N. Edang
Officer-in-Charge

Camella shapes the Metro with 5 new projects

Camella, the flagship brand of Vista Land & Lifescapes Inc., is simultaneously launching five projects in a continuing bid to expand its Mega Manila portfolio and further strengthen its position as the country's most preferred housing brand.

Vista Land Chairman Manuel "Manny" Villar, Jr. and other top company officials led the launching of the projects at the Philippine International Convention Center (PICC) in Pasay on April 10.

The new projects are: Camella Verra Metro North in Valenzuela City, Camella Carson in Vista City at Daang Hari, Camella Alta Silang in Cavite, Camella Belize at The Islands in Dasmariñas (Cavite) and Camella Sierra Metro East in Antipolo.

These five projects have an aggregate market value of P5.6 billion.

Mr. Ric Pallesco, Camella Division Head, said the new projects "will continue to shape the Metro landscape" with master-planned Camella communities, known for distinctive designs that take into consideration all the essential elements of a comfortable living.

Camella masterplanned communities are designed to be self-contained, with lifestyle facilities that deck all other Camella properties like clubhouses or function halls, swimming pools, play courts, playgrounds, parks, walkways, and jogging or biking paths.

Vista Land President and CEO Manuel Paolo Villar said that given the bright outlook for the housing sector, Vista Land "will continue to be a dominant force" in the market.

"We are by far the leader in the house-and-lot segment and have a strong competitive advantage given our track record of delivering quality homes for more than 35 years across the country," he said.

Camella has been recognized in an industry study as the most preferred housing brand in the Philippines bringing Vista Land's presence in 34 provinces and 76 cities and municipalities around the country and making it the real estate company with the widest geographical reach in the housing business.

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