



July 28, 2014

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 07/28/2014**

Gentlemen:

Please see attached copy of the press release on the launching of Vista Land's "**Vista City**".

Very truly yours,

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

Brian N. Edang
Officer-in-Charge

Vista Land launches its most expansive CBD in the south

Vista Land & Lifescapes Inc., the country's largest homebuilder, is spending P50 billion in the next five years to develop its most expansive Commercial Business District (CBD) in the southern part of Mega Manila.

Vista Land Chairman Manny B. Villar will lead other company officials in launching the pioneering project at the Evia Lifestyle Center in Daang Hari.

Vista City would be an integrated urban development that combines Lifestyle Retail, Prime Office Space, University Town, Themed Residential Developments, and Leisure components. The Vista City project covers a total of 1,500 hectares strategically located where Muntinlupa, Las Pinas, Cavite and Laguna meet.

In building Vista City as a city for the 21st century, Vista Land will play a key role in defining the shape of urban development in the mega-metropolis, while creating added value for stakeholders, and strengthening its own growth by significantly increasing and broadening revenue opportunities.

"The aim is for Vista City to attract residents in the upper, mid-range and starter home categories, and a range of commercial locators, businesses including BPOs and IT-heavy sectors, healthcare entities, leisure facilities, and innovative educational institutions such as corporate universities and schools for new technologies," Villar Said.

According to Villar, the already thriving multi-segment residential developments of Vista Land span 550 hectares and have been home 45,000 households. In addition to this, Vista Land will build new residential areas for expansion totalling 14,100 under its different brands Brittany, Crown Asia and Camella as well as medium-rise residential buildings

The mall and retail component when completed will have a total gross floor area of 120,000 square meters, including the existing Evia Lifestyle Center, which occupies five hectares. It is fast becoming one of the high-end destinations of the area.

The center's first phase, Evia Everyday, is now open to visitors looking for a bar to party at, a café to relax in, or a restaurant to catch up with friends. It also houses Rustan's Supermarket as its anchor store. The second phase, Evia Global Village, which will have an open-air retail promenade, is set to be completed later this year. It will cater to a market with a taste for retail diversity and convenience.

Encompassing 100 hectares in total, Vista City will also have its own spaces for sports, health, higher learning, even religious worship. With a fully-integrated university town in the works, as well as sophisticated health facilities, a sports mecca, and a country club.

A unique feature of Vista City is the Vista Hub, an entire district devoted to business and commerce along Daang Hari South, Las Pinas. Earmarked to become one of the most advanced business and IT parks in the country, work is ongoing for phase one, covering 10 hectares. Start of operation is slated for the second half of 2016.

Vista Hub opens new possibilities for more people and businesses to develop together, providing employment to residents of surrounding communities and elsewhere.

Vista Land also plans to build a hotel, which will serve not only traveling businessmen but also families visiting the burgeoning district. With luxury facilities in unique and intimate settings with full-service accommodations, this sophisticated hotel is designed to host both people and events.

“After more than 35 years of building homes for its valued homeowners, the communities are now thriving with a strong, critical market base,” Villar added. “As the ease of access is present and more and more businesses, old neighborhoods – and even other developers – benefit from the initial groundwork Vista Land has set – the timing is all but ripe for the completion of the initial phase of the commercial component and the unveiling of the business district.”

The launch of the CBD project is part of Vista Land’s efforts to develop a stream of recurring income.

The CBD project is also expected to generate a lot of jobs for residents of Las Piñas, Parañaque and other parts of southern Metro Manila, as well as the province of Cavite.

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