

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. **24 February 2011**
Date of Report
2. SEC Identification No: **ASO94-006430** 3. BIR Tax Identification No : **003-942-108**
4. **EMPIRE EAST LAND HOLDINGS, INC.**
Exact name of issuer as specified in its charter
5. **Metro Manila**
Province, Country or other jurisdiction of incorporation or organization
6. (SEC Use Only)
Industry Classification Code
7. **21st Floor, The World Centre
330 Sen. Gil J. Puyat Avenue
Makati City, Philippines 1227**
Address of principal office
8. **(632) 867-8351 to 59**
Issuer's telephone number, including area code
9. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Class

Number of Shares of Common
Stock Outstanding

Common

10,495,236,253

10. **Item 9 (b)**

Please refer to the attached press statement.

SIGNATURE

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.

EMPIRE EAST LAND HOLDINGS, INC.

By:



EVELYN G. CACHO

Vice President for Finance and
Corporate Information Officer
February 24, 2011

EMPIRE EAST TO LAUNCH 4,700 HOMES WORTH P12 B FOR 1H 2011

Middle-income property developer Empire East Land Holdings Inc. will roll out a total of 4,700 residential units, worth P12 billion, for the first six months of 2011.

Empire East, the developer of the successful Laguna BelAir township in the South and several residential condominium and transit-oriented communities in Metro Manila, is making a foray into urban residential resort development with its new project, Kasara Resort Towers.

The project, located near C-5 Road in Bagong Ugong, Pasig City, showcases close to 2,000 residential units in a nature-filled setting with landscaped greenery, various water features and wide, open spaces.

“Kasara Resort Towers will offer a modern and relaxing resort lifestyle to middle-income Filipino families,” said Empire East President Anthony Charlemagne Yu.

The project's recreational deck is fully landscaped with palm trees and tropical plants. The swimming pool complex boasts white beach sand, and features a multipurpose hall at the very center. Other play amenities include a beach volleyball court, basketball court, tennis court, sunken bar and gym.

Aside from offering prime leisure attractions, the family-friendly project makes safety a priority. Designated vehicular drop-off areas are located before the entrance to the carpark building to minimize the risk of accidents.

Empire East is also launching new phases in its ongoing projects across Metro Manila: Green Club Towers in Little Baguio Terraces, Maple Heights in Pioneer Woodlands, Madison Plaza Towers in San Lorenzo Place and Central Park in Cambridge Village. Empire East's other new projects include The Rochester in Pasig City and The Sonoma in Sta. Rosa, Laguna.

“Our confidence level in the real estate sector is very high,” said Yu. “Our new projects will enable Filipino families to own quality, budget-friendly homes in the very best locations.”