

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. **16 July 2012**  
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

July 16, 2012

## **Empire East and Okada Group forms JV for high-end residential development in Entertainment City Manila**

Empire East Land Holdings Inc. (ELI) has signed a joint venture agreement with Okada Group, Tiger Resort Leisure and Entertainment Inc. and Eagle 1 Landholdings Inc. to take the lead with a majority stake in the development of a 12.95-hectare luxury residential resort condominium project in Entertainment City Manila. The high-end project will comprise more than 25 residential towers in several phases.

"We are very honored and excited to be a partner of the internationally renowned and prestigious Okada Group," said ELI President Anthony Charlemagne Yu.

"We believe that Entertainment City Manila will not only be the biggest tourist hub in the Philippines in the next few years but also an excellent place to live in. We foresee that this world-class city will attract 1 million tourists yearly, and will be a big draw for foreign investors and retirees. Many of these visitors may opt to buy properties for a longer stay or retirement. With Empire East's participation in Entertainment City, we intend to make this place not just a great resort for tourists, but also a great resort community for people to live in," he said.

"Our Empire East Elite brand, which specializes in luxury residential condominiums with resort amenities, will cater to more sophisticated, discerning and value-driven customers who want to live in and experience a luxurious and comfortable urban residential community complemented with resort amenities," added Mr. Yu.

ELI has recently approved to increase its authorized capital stock from Php23.4 billion to Php33.4 billion, which is expected to be completed within the end of the year.