



10 July 2012

PHILIPPINE STOCK EXCHANGE, INC.

Philippine Stock Exchange
Ayala Triangle, Ayala Avenue
1226 Makati City

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

Madam,

Rockwell Land Corporation ('Rockwell Land') hereby submits a copy of the notice submitted by Beacon Electric Asset Holdings, Inc. to the Securities and Exchange Commission regarding the sale and/or transfer of its common shares of ROCK to First Philippine Holdings Corporation Pension Fund and First Philippine Holdings Corporation on 28 June 2012.

Attached is the copy of the notice for your reference.

Very truly yours,

Ellen V. Almodiel
Vice-President for Finance

COVER SHEET

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S.E.C. Registration Number

R	O	C	K	W	E	L	L		L	A	N	D		C	O	R	P	O	R	A	T	I	O	N

(Company's Full Name)

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M	A	K	A	T	I		C	I	T	Y														

(Business Address : No. Street/City/Province)

ATTY. ENRIQUE I. QUIASON
(Corporate Secretary)

Contact Person

793-0888

Company Telephone Number

(Beacon Electric Asset Holdings, Inc.)

1	2
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Month

3	1
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Day

Fiscal Year

Letter

FORM TYPE

0	4
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Month

Last
Mon

Day

Annual Meeting

Secondary License Type, If Applicable

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Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC Personnel concerned

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File Number

LCU

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Document I.D.

Cashier

STAMPS

Remarks = pls. Use black ink for scanning purposes

10 July 2012

SECURITIES AND EXCHANGE COMMISSION

SEC Building
EDSA, Mandaluyong City

Attention: **ATTY. JUSTINA F. CALLANGAN**
Corporation Finance Department

Re: Rockwell Land Corporation ("ROCK")


Dear Madam:

In compliance with Rule 23, paragraph 1(C) of the Implementing Rules and Regulation of the Securities Regulation Code, we hereby give notice to the Commission that on 28 June 2012, Beacon Electric Asset Holdings, Inc. sold and/or transferred the 1,525,336,043 common shares of ROCK which comprise its entire shareholding in ROCK, as follows: (i) 87,953,853 ROCK common shares to First Philippine Holdings Corporation Pension Fund; (ii) 1,437,382,190 ROCK common shares to First Philippine Holdings Corporation.

Very truly yours,

Beacon Electric Asset Holdings, Inc.

By:


Jose Ma. K. Lim
President