

IRSA INVESTMENTS & REPRESENTATIONS INC
Form 6-K
July 30, 2010

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN ISSUER

**PURSUANT TO RULE 13a-16 OR 15b-16 OF
THE SECURITIES EXCHANGE ACT OF 1934**

For the month of July, 2010

Irsa Inversiones y Representaciones Sociedad Anónima

(Exact name of Registrant as specified in its charter)

Irsa Investments and Representations Inc.

(Translation of registrant's name into English)

Republic of Argentina

(Jurisdiction of incorporation or organization)

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Bolívar 108

(C1066AAB)

Buenos Aires, Argentina

(Address of principal executive offices)

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

IRSA INVERSIONES Y REPRESENTACIONES SOCIEDAD ANÓNIMA

(THE COMPANY)

REPORT ON FORM 6-K

Attached is an English translation of the summary of the payment notice of the seventh installment of interests related to the Company's Fixed Rate Class 1 Notes in a principal amount of US\$150,000,000, Due 2017.

IRSA Inversiones y Representaciones Sociedad Anónima Fixed Rate Class 1 Notes in a principal amount of US\$ 150,000,000, Due 2017

The Company informs that on August 2, 2010 will start the payment to the holders of the seventh installment of interests related to the Fixed Rate Class 1 Notes issued on February 2, 2007.

Payment Agent: The Bank of New York.

Payment date: August 2, 2010.

Payment hours: From 9 am to 6 pm, Buenos Aires Time.

Installment number: Seventh installment of interests.

Period comprised by the payment: February 2, 2010/ August 2, 2010.

Concept of payment: Interests (100%).

Payment currency: United States Dollars.

Capital Outstanding: US\$ 150,000,000.

Annual Nominal Interest: 8.50%.

Amount of interests being paid: US\$ 6,375,000.00.

The interests will be paid to those registered with the Register Agent as holder of the Fixed Rate Class 1 Notes, on July 16, 2010.

SIGNATURES

Pursuant to the requirements of the Securities and Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized, in the city of Buenos Aires, Argentina.

IRSA Inversiones y Representaciones Sociedad Anónima

By: /S/ Saúl Zang

Name: Saúl Zang

Title: Vice Chairman of the Board of Directors

Dated: July 29, 2010.