

**[For Immediate Release]**



**C C Land Holdings Limited  
Launches its First Project in Chengdu - Sky Villa Phase One with  
Overwhelming Response in Pre-sales**

(8 September 2008 – Hong Kong) C C Land Holdings Limited (“C C Land” or the “Company”, together with its subsidiaries, collectively known as the “Group”; stock code: 1224) launched the first batch of 150 units of Sky Villa Phase One on last Saturday, 6 September 2008. An overwhelming response was received with 131 units pre-sold on a single day. The take-up rate was close to 90%. Sky Villa Project is a 50:50 joint venture project by C C Land and Guojia Real Estate Limited, a famous property developer in Chengdu.

Situated in the core area of the new district of eastern Chengdu in Sichuan Province, Sky Villa is an upscale high-rise residential project in the district. Leveraging on its innovative design and premium quality, Sky Villa has attracted a flood of buyers. Among this pre-sales of 150 units, the minimum selling price of a unit is approximately RMB 1 million with an average selling price of RMB 11,000 per sq. m. On the first day of its launch on 6 September, 131 units were sold, generating a total turnover of RMB 150 million.

Covering an area of more than 400 *mu*, Sky Villa Phase One has a GFA of about 112,400 sq. m., offering a total of 682 units. The construction of Phase One is expected to be completed in 2010. Located at Nansanhuan (南三環), Jinjiang District (錦江區), Chengdu, the Project enjoys the magnificent natural landscapes of the 2,000-*mu* Chengdu Luzhou Park in the vicinity. Coupled with the ingenious design of Belt Collins International (HK) Ltd, the undulating grounds of the project blended perfectly with the 2,000-*mu* park, providing residents a relaxing and superb living environment. In addition to the beautiful scenery, the traffic network is just as good - it takes only 10 minutes to the city center. The district is also well-equipped with comprehensive auxiliary facilities for education, commerce, medical services and leisure that cater to the daily needs of the residents.

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Sky Villa is a group of rare sky villas within the main city district. With a panoramic view, the Project represents a perfect blend of splendid taste, security and privacy to the home owners. With a ceiling height of 6 meters within each sky villa, residents can certainly appreciate the spaciousness and grandeur of the sky villa. The Project also satisfies the modern lifestyles of convenience, comfort, leisure and health. Sky Villa is the best choice as an ideal home.

Commenting on the pre-sales of the project, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land, said, "Following the satisfactory pre-sales of phase two of Verakin New Park City in Chongqing, we are delighted to meet with another great response to the Sky Villa, the Group's first residential project in Chengdu. We are honored to partner with Guojia Real Estate Limited, a renowned local property developer, to offer this superb residential project to the local residents.

Dr. Lam added, "We also noted that most of the buyers are end-users. Although the Chengdu property market has been affected by the Wenchuan's earthquake in May 2008 to a certain extent, the encouraging pre-sales results have reflected the progressive recovery of the property market in Chengdu and the continued strong demand for premium residential projects. This also further evidenced our acute insights in selecting rewarding projects."

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### **About C C Land**

C C Land is principally engaged in the property development business in Western China. It has projects with a total GFA over 12 million sq. m. (attributable GFA exceeding 8.9 million sq. m.) in Chongqing, Sichuan, Chengdu, and Kunming. In light of the booming property industry in China, C C Land is well-poised to be one of the leading property developers in Western China by leveraging its management expertise, quality land banks, and solid financial position. The Group is a constituent stock of the Morgan Stanley Capital International Hong Kong Index, Hang Seng Composite Index Series and Hang Seng Free-float Index Series.

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