

[For Immediate Release]



C C Land Holdings Limited

Announces the Sales Performance for First Half of 2010

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**Subscription sales and GFA sold increased by 232% and 158%
to RMB 2,188 million and 326,000 sqm respectively**

(7 July 2010 – 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) is pleased to announce the unaudited operational data for the first half of 2010. The Group’s accumulated subscription sales posted a significant year-on-year growth of about 232% amounting to approximately RMB 2,188 million, whereas the gross floor area (“GFA”) sold reached approximately 326,000 sqm, an increase of about 158% over the same period of last year.

For June 2010, the Group’s subscription sales amounted to RMB 385 million with GFA sold reaching approximately 54,000 sqm, posting a strong growth of about 522% and 460% respectively when compared with those in June 2009. The encouraging sales figures were mainly contributed by the overwhelming sales response to the grand launch of “Silver Lining”, a new residential project in Kunming. A total of 369 units with a GFA of about 29,500 sqm were sold, generating subscription sales of approximately RMB 211 million on the first day of launch.

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About C C Land

C C Land is principally engaged in the property development business in Western China. It has a total land bank of about 11.0 million sqm in terms of GFA and about 8.5 million sqm in terms of attributable GFA, spanning across key Western China cities including Chongqing, Chengdu, Kunming and various other cities in Sichuan. Capitalizing on its management expertise, quality land banks, and solid financial position, C C Land is well positioned to develop into one of the leading property developers in Western China. The Company is a constituent stock of Hang Seng Composite Index Series and Hang Seng Free-float Index Series.

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