

[For Immediate Release]



C C Land Holdings Limited

**9 Central Midtown Grand Sales Launch in Chongqing
Immediately Sold Out On The First Day**

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Subscription Sales Reached RMB333 Million

(9 September 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 today that its office project - 9 Central Midtown, from our core land bank in Yubei District, Chongqing, which is located at one of the most prime areas within the Liangjiang New Area, received overwhelming response to its grand sales launch on 5 September 2010. All units were sold out within three hours of launch.

9 Central Midtown is a high-end SOHO building project. Capitalizing on its superior geographical location and project quality, all 600 units with a gross floor area (“GFA”) of 30,528 sqm spanning 25 storeys were sold out within three hours on the launch day. Subscription sales reached RMB333 million with an average selling price of about RMB11,185 per sqm GFA. The tremendous sales performance reiterated the Group’s competitiveness in the Chongqing commercial real estate market.

Commenting on this outstanding sales result, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land, said, “we are ecstatic about the sales performance of 9 Central Midtown. The premium value of our core land bank in the Yubei District is readily apparent. We are offering different products to meet the market demands and the success of 9 Central Midtown confirms the Group’s expertise is not only in the residential but also in the commercial real estate sector.”

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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 10.9 million sqm in terms of GFA and about 8.4 million sqm in terms of attributable GFA, covers key Western China cities including Chongqing, Chengdu, key cities in Sichuan and Kunming. 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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