

[For Immediate Release]



C C Land Holdings Limited

**C C Land Acquired a Premium Site in Guiyang, Guizhou Province
with a GFA of approximately 1,070,000 sqm**

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Inroads to a fresh province in Western China

(22 March 2011 – 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 that it has successfully acquired an 85% interests in a land lot in the Jinyang New District, Guiyang, Guizhou Province through listing-for-sale. The total consideration for the land lot is RMB728 million. Following the acquisition, the Group has a land bank with a total GFA of about 10.2 million sqm, with an attributable GFA exceeding 7.6 million sqm.

The newly acquired land lot occupies a total of approximately 365,000 sqm site area and has a permitted GFA of approximately 1,070,000 sqm. The average land cost in GFA is approximately RMB680 per sqm. It is planned for the development of a mega residential and commercial project.

Guizhou Province is situated at south of Chongqing and east of Yunnan Province. Its capital, Guiyang, has seen rapid economic growth in recent years. According to the statistics released by the Bureau of Statistics of Guiyang, the gross industrial output of the city first exceeded RMB 100 billion in 2010 to reach RMB111.6 billion, representing an year-on-year growth of about 15.6%.

The Jinyang New District is a new urban district located 12 km northwest of the city center of Guiyang. As a new city district of Guiyang, it will focus on government, finance, real estate, high-tech, aerospace and commercial services.

Commenting on the land acquisition, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land said, “The acquisition marks a milestone for the company with the addition of a substantial land lot in a fresh province in Western China - Guizhou. The population of the Jinyang New District is anticipated to rise exponentially as major Guizhou provincial and Guiyang municipal government agencies, local employers as well as several large national corporations are being

relocated to this area, generating a strong demand for quality accommodation. We will be well positioned to capture this market potential.”

Dr. Peter Lam further added “Given our strong financial position and our project teams going from strength to strength, we will continue to look for other land acquisition opportunities, not only in cities already with our presence, but also other cities with high economic growth in Western China.”

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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 10.2 million sqm in terms of GFA and about 7.6 million sqm in terms of attributable GFA, covers key Western China cities including Chongqing, Chengdu, Kunming, Guiyang and key 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 MSCI Small Cap China Index Series.

For enquiries, please contact:

C C Land Holdings Limited

Eva Chan

Tel: (852) 2820 7000

Email: evachan@ccland.com.hk

iPR Ogilvy Ltd.

Natalie Tam / Janette Lo / Veronica Hui / Libby Yang

Tel: (852) 2136 6182 / 3920 7647 / 3170 6752 / 2136 6184

Fax: (852) 3170 6606

Email: natalie.tam@iprogilvy.com / janette.lo@iprogilvy.com

veronica.hui@iprogilvy.com / libby.yang@iprogilvy.com