

[For Immediate Release]



C C Land Holdings Limited

**C C Land Acquired Three Premium Sites
in Chongqing and Chengdu**

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With Total GFA of Approximately 1,060,000 sqm

(21 November 2012 – 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 three premium sites in Chongqing and Chengdu, adding up to 1,060,000 sqm in gross floor area (“GFA”) to the Group’s portfolio. Following the acquisition, the Group has a land bank with a total GFA of about 12.16 million sqm, with an attributable GFA of about 8.4 million sqm.

New Land in Chongqing

The newly acquired premium site from auction is two adjacent land lots with a total permitted GFA of 660,000 sqm. The total consideration was approximately RMB2.19 billion, representing an accommodation value of RMB3,300 per sqm. The lots are excellently located on the northern axis of Chongqing, with the Lijia Group and Panda Exhibition Center at the North end, a large bamboo forest on the West side, Jingkai Road area on the East side, and, the New and High Technology Park, New Arch and the city center at the South end. The land lots are situated in the Zhaomu Mountain area, and benefit from favorable factors including the adjacent city center, superior natural environment, low density residential land use planning, and participation of well-known, large-scale enterprises in the area. The region is the focus of high-end residential areas in Chongqing for the next few years, thus the land lots carry high development potential and value.

Two Sites in Chengdu

Through its 51%-owned joint venture company (“JV Company”) which holds the projects of Sky Villa, Villa Royale and Brighton Place & Plaza, the Group acquired two land sites in Chengdu.

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The first one is located on the eastern side of Section Three of Huafu Avenue. The land was acquired through auction by the JV Company at a total consideration of approximately RMB560 million. Total permitted GFA is about 299,680 sqm, representing an accommodation value of RMB1,870 per sqm. The land lot is designated for residential and commercial use. Situated at a superior location with convenient transportation, the land lot is near Muhua Road and Shuanghua Road, and is in the residential planning area of Tianfu New City. It takes about 20 minutes to get to downtown Chengdu, or about 25 minutes to the Shuangliu Airport.

The second site located in Southern Chengdu and is acquired by the JV Company through equity acquisition of a project company. The total consideration was approximately RMB90 million and the total GFA is approximately 100,200 sqm, representing an accommodation value of RMB900 per sqm. Designated for commercial and residential use, the land parcel is located near the midsection of Yizhou Avenue; it is about 1,000 meters and 200 meters away from the transportation hub of the city - Tianfu Avenue and Yizhou Avenue, respectively. Through these two main roads, the adjacent projects including the new exhibition area, the Central Administrative District, the Financial City, Raocheng Expressway and Third Ring Road can be easily accessed.

Commenting on the land acquisition, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land, said, "Backed by its strong financial position, the Group can capture the opportunity of purchasing premium sites at a reasonable price. It forms a solid foundation for the Group's sustainable growth in profitability. Leveraging on our strong financial position and our expanding project teams, we will continue to seek development opportunities under a prudent approach. The Group is committed to broadening the business scope, while maximizing returns for our shareholders."

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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 12.16 million sqm in terms of GFA and about 8.4 million sqm in terms of attributable GFA, covering key Western China cities, namely Chongqing, Chengdu and Guiyang. 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.

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