

【For Immediate Release】



**C C Land Acquired New Land Bank in the JinJiang District, CBD
of Chengdu**

*** ***

Adding 167,000 sq. m. GFA to its Portfolio

(16 September 2007 – 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 80% interests of a site in Liangfeng Village, JinJiang District, Chengdu through an open auction at a consideration of RMB 735 million for the entire site. Currently, the Group has a total land bank of 6,660,000 sq. m. GFA spanning across Chongqing, Chengdu, Kunming, and Sichuan.

The land occupies a total site area of approximately 55,600 sq. m. and has a permitted GFA of approximately 167,000 sq. m.. The land will be developed into a high-end residential project. Construction is expected to commence in early 2008 and the project is expected to be launched for presale in mid-2008. Completion is expected in 2009.

The JinJiang District, where the acquired site is located, is the Central Business District ("CBD") of Chengdu. In recent years, this district has achieved a robust economic growth, thanks to the development of tertiary industries. At present, many investment grade offices and luxurious hotels are concentrated in the JinJiang District and more and more renowned international enterprises including Shell, Carrefour, Sony, and some Top 500 World Enterprises have chosen to set up their regional offices in this district.

Commenting on the Group's land acquisition strategy, Dr. Peter Lam, Deputy Chairman and Managing Director, said, "With our solid financial position and visionary management team, C C Land is in an advantageous position to seize projects with great potential. Following the recent acquisition of a quality site in Yubei District, Chongqing with GFA 338,800 sq. m., the addition of another premium piece of land in Chengdu evidenced our capability in building up a quality land bank. We aim to maximize the value of our existing land bank, and to make further expansion when the right opportunities come along."

- End -

About C C Land

C C Land is principally engaged in property development business in Western China. It owns over 6.6 million sq. m. of quality land bank in Chongqing, Chengdu, Kunming, and Sichuan. 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 resources and solid financial position.

For enquiries, please contact:

iPR Ogilvy LTD

Natalie Tam/ Stella Lui/ Stephanie Yuen

Tel: (852) 2136 6182/ 2136 6178/ 3170 6609

Fax: (852) 2136 6068

Email: natalie.tam@iprogilvy.com/ stella.lui@iprogilvy.com/
stephanie.yuen@iprogilvy.com