

[For Immediate Release]



C C Land Holdings Limited
Grand Launch of One Central @Midtown in Chongqing received
overwhelming responses with 92% sold on the first day of launch

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Sales revenue reached RMB148 million

(1 February 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 residential project in Chongqing, One Central @Midtown located at Lot No. 10 of Yubei main land bank (“Lot No 10”), received overwhelming responses on its grand sales launch on 31 January 2010. The first phase comprising 312 units of Tower 3 was launched for sale, of which 289 units were sold. The average selling price (“ASP”) of the internal floor area was RMB8,295 per sqm, which had about 10-20% premium to projects in the neighbourhoods. The take-up rate was over 92%.

One Central @Midtown comprises four towers with a total of 1,410 units and gross floor area (“GFA”) aggregating 108,009 sqm. The sales launch started with units of Tower 3 and will be followed by those of the other three towers in the coming months. Leveraging the project’s premium location and quality, a total of 289 units with an internal floor area aggregating more than 17,866 sqm were sold, generating sales revenue totaling RMB148 million within the first day.

One Central @Midtown is located at Lot No. 10 which covers a total site area of approximately 87,658 sqm, with GFA totaling approximately 394,000 sqm. It is a central landmark development comprising high-end residential apartments known as One Central @Midtown, a five-star hotel, serviced apartments, a Grade-A shopping mall and offices. Situated at the junction of the main Hongjin Road and Xingai Road in Yubei District, which is also known as the “North Window” of Chongqing, Lot No. 10 enjoys convenient transportation network. Within five minutes’ ride to the Guanyinqiao Commercial Circle, Lot No. 10 will be serviced by the No. 3 Light Railway which is expected to be in operation by the end of 2010. This provides an easy access to the new train terminal, airport and other parts of the city.

Commenting on the successful grand launch of One Central @Midtown, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land, said, “We are delighted with the remarkable sales performance of the inaugural launch of One Central @Midtown, which is also the first project launched in our crown jewel Lot No.10 in Yubei District. This successful project launch reflected the strong demand for premium quality residential projects in Chongqing. We are planning to launch more projects in Chongqing and Chengdu to tap the market demand and are confident of achieving outstanding sales performance in the years ahead.”

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1 February 2010 / Page 2 / 2

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 12.6 million sqm in terms of GFA and about 9.5 million sqm in terms of attributable GFA, spanning key Western China cities including Chongqing, Chengdu and various other 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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