

[For Immediate Release]



C C Land Holdings Limited

Announces the Sales Performance for July 2010

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**Subscription sales and GFA sold increased by 337% and 361%
to RMB488 million and 61,000 sqm respectively**

(6 August 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 the unaudited operational data for July 2010. The subscription sales posted a strong year-on-year growth of about 337% amounting to about RMB488 million, whereas the gross floor area (“GFA”) sold reached approximately 61,000 sqm, an increase of about 361% over the same period of last year. During the month, the Group newly launched “No. 8 Peak Road”, a low-rise residential project in Chongqing, which received overwhelming response with a take-up rate of over 71% within the first week. It generated subscription sales of approximately RMB149 million during the first week of launch. The average selling price (“ASP”) based on the GFA was about RMB10,000 per sqm.

From January to July 2010, the Group’s accumulated subscription sales amounted to RMB2,676 million with total GFA sold exceeding 387,500 sqm, posting an year-on-year growth of about 248% and 178% respectively.

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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 11.0 million sqm in terms of GFA and about 8.5 million sqm in terms of attributable GFA, spanning across key Western China cities including Chongqing, Chengdu, Kunming and various other 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 Hang Seng Free-float Index Series.

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