

**[For Immediate Release]**



**C C Land Holdings Limited**

**Announces Sales Performance for March 2011**

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**Accumulative Contract Sales and GFA Sold for January to March 2011 Increased by 109% & 34% YoY Respectively**

(7 April 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 the unaudited operational data for March 2011. From January to March 2011 inclusive, the Group’s accumulated contract sales amounted to about RMB1,731 million with a total gross floor area (“GFA”) sold of over 190,700 sqm, posting a substantial year-on-year growth of about 109% and 34% respectively.

During the month, the Group achieved contract sales of approximately RMB572 million with GFA sold of about 63,000 sqm. Contract sales and GFA recorded month-on-month increases of about 135% and 152% respectively.

In March, the Group launched additional units of two residential projects, namely, Block 8 of L’Ambassadeur Phase 2 and Zone J of Verakin New Park City. The sales response of Zone J of Verakin New Park City was overwhelming with a take-up rate of 96% on the first day of launch at an average selling price (“ASP”) of about RMB12,000 per sqm (based on GFA). Besides, the first batch of 406 units in Block 8 of L’Ambassadeur Phase 2 was approximately 70% subscribed during the first day of launch at an ASP of RMB8,600 per sqm (based on GFA). Both projects have made great contribution to the sales growth for the month.

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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.

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