

**[For Immediate Release]**



**C C Land Holdings Limited**

**Grand Debut of Brighton Place and Plaza in Chengdu  
received Overwhelming Responses with Subscription Rate  
exceeding 97% on the First Day of Launch**

\* \* \*

**Subscription Sales reached RMB221 million**

(20 March 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 today that its new “Brighton Place and Plaza” Project (the “Project”) in Chengdu received overwhelming responses with over 97% subscribed on its first launch on 17 March 2012. The first phase comprising 440 residential units was launched for pre-sales, of which 428 units with a gross floor area (“GFA”) of about 29,300 sqm were sold, generating subscription sales totaling about RMB221 million on the first day. The units range from 53 sqm to 95 sqm in area, with selling prices between RMB350,000 and RMB800,000 per unit. The average selling price (“ASP”) based on GFA was approximately RMB7,300 per sqm.

The “Brighton Place and Plaza” Project was acquired by the Group in June 2011 and was made available for pre-sales after 10 months, fulfilling the Group’s goal to improve asset turnover rate. It is situated at Guanghua New City, the hub of the western new city under the strategy to establish four major new districts in Qingyang, Chengdu. It is close to the Guanghua Boulevard where infrastructure and recreational facilities are maturing. In addition, MTR line No. 4 to be operational in 2013 will also service this district. The Project’s total GFA is approximately 360,000 sqm which includes 260,000 sqm, 25,000 sqm and 79,000 sqm for residential; commercial and office development respectively. It is positioned as a high-end cosmopolitan city complex.

- Cont’d -

*C C Land Holdings Limited  
Grand Debut of Brighton Place and Plaza in Chengdu  
received Overwhelming Responses with Subscription Rate exceeding 97% on the First Day of Launch*

*Subscription Sales reached RMB221 million*

*20 March 2012 / Page 2 of 2*

Commenting on the successful grand debut of "Brighton Place and Plaza", Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land, said, "We are delighted with the overwhelming sales performance of the inaugural launch of "Brighton Place and Plaza". It indicates that our judgement on the land bank acquisition is well placed. We are confident about the future launches of our other projects in the years ahead."

- End -

### **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 11.9 million sqm in terms of GFA and about 8 million sqm in terms of attributable GFA, covers key Western China cities including Chongqing, Chengdu, 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.

### **For enquiries, please contact:**

#### **C C Land Holdings Limited**

Eva Chan

Tel: (852) 2820 7000

Email: [evachan@ccland.com.hk](mailto:evachan@ccland.com.hk)

#### **iPR Ogilvy Ltd.**

Natalie Tam / Janette Lo / Veronica Hui / Caesar Yuen

Tel: (852) 2136 6182 / 3920 7647 / 3170 6752 / 3920 7678

Fax: (852) 3170 6606

Email: [natalie.tam@iprogilvy.com](mailto:natalie.tam@iprogilvy.com) / [janette.lo@iprogilvy.com](mailto:janette.lo@iprogilvy.com)  
[veronica.hui@iprogilvy.com](mailto:veronica.hui@iprogilvy.com) / [caesar.yuen@iprogilvy.com](mailto:caesar.yuen@iprogilvy.com)