

**[For Immediate Release]**



**C C Land Holdings Limited**

**Announces Sales Performance for March 2012  
Increased by 8% YoY to RMB620 million**

\* \* \*

**Accumulative Contract Sales for January to March 2012  
Reached RMB1,002 million**

(10 April 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 the unaudited operational data for March 2012. During the month, the Group achieved contract sales of approximately RMB620 million with gross floor area (“GFA”) sold of about 83,000 sqm, representing an year-on-year growth of about 8% and 33% respectively. Both contract sales and GFA recorded a substantial month-on-month increase of about 118% and 138% respectively.

From January to March 2012 inclusive, the Group’s accumulated contract sales amounted to about RMB1,002 million, whereas the total GFA sold reached about 130,000 sqm.

In March, the Group newly launched the units of a residential project in Qingyang District, Chengdu, namely, “Brighton Place and Plaza”. The pre-sales of this project was overwhelmingly successful. The first batch of 440 units was over 97% subscribed during the first day of launch at an average selling price (“ASP”) of about RMB7,300 per sqm (based on GFA). The Group also launched a total of an additional 228 high-rise residential units of the “Academic Heights” project in Chongqing, and about 60% of the units were taken up. Both projects have made great contribution to the sales growth for the month.

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*10 April 2012 / Page 2 of 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 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.

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