

【For Immediate Release】



**C C Land Acquires a New Land Bank in Chongqing
with a GFA of approximately 356,000 sqm**

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Capturing the Market Potential of the New Satellite City in Chongqing

(6 July 2009 – 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 that it has recently acquired a parcel of new land sites in Chongqing. The acquisition increased the Group’s land bank in GFA to about 13.3 million sqm, with an attributable GFA of about 9.6 million sqm.

The new land sites acquired by the Group cover an area of about 133,000 sqm, with a GFA of about 356,000 sqm. The total acquisition consideration is about RMB234 million, and the average GFA land cost is about RMB657 per sqm. The new sites are planned for development of residential apartments. The first phase of the project is expected to commence construction in January 2010, and is scheduled to be launched for pre-sale in December 2010.

The new project is situated at the Xiyong University City of Shapingba District in Chongqing. Xiyong University City is a satellite city of the municipality noted for its advanced urban design, and is designated to be an education, research and high technology city. Currently, there are 14 tertiary education institutions, with a student, teacher and administration population of around 120,000, which is expected to reach 200,000 by 2010. The Xiyong Micro Electronics Industrial Park (the “Industrial Park”) forms part of Xiyong University City. The Industrial Park houses internationally renowned high technology companies, including IBM, HP, and NTT Data, with an industrial output value of about RMB100 billion in 2012.

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Xiyong University City is well connected to the public transportation network. It is only 20 minutes away from the city centre by car, with the Metro Line No. 1 becoming operational in 2012, and two light rail lines no. 7 & no. 9 under the planning stage.

Commenting on the land acquisition, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land said, "The land parcel acquisition signifies our strategic presence in the new satellite city of Chongqing, which also strengthens the synergy of our developments in the municipality. We believe the Industrial Park in Xiyong University City is poised to be a growth driver in the booming economy of Chongqing. The high consumption power of the population in the region is expected to generate a strong demand for quality accommodation. Our newly acquired land site is well positioned to capture this growing market potential."

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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 13.3 million sqm in terms of GFA and about 9.6 million sqm in terms of attributable GFA, spanning key Western China cities including Chongqing, Chengdu and various other cities in Sichuan and Kunming. Capitalising on its management expertise, quality land bank 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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