

**[For Immediate Release]**



**C C Land Holdings Limited**

**Grand launch of Tower 2 and additional units of Tower 1 of  
One Central @Midtown received overwhelming sales response**

**\* \* \***

**Total subscription sales reached RMB236.2 million  
Average selling price rose 15% from the previous launch**

(13 April 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 that on 10 April 2010, the Group launched Tower 2 of One Central @Midtown, a residential project in Chongqing. The Tower 2 was completely sold out on Day 1. To meet the strong demand, the Group immediately launched Tower 1 on the same day. A total of 524 units with an internal floor area aggregating more than 24,608 sqm and a GFA aggregating more than 32,015 sqm were sold, generating subscription sales of approximately RMB236.2 million. The average selling price (“ASP”) of the internal floor area was about RMB9,600 per sqm, which was 15% above that of the last launch of Tower 3 on 31 January 2010.

One Central @Midtown is located at Lot No. 10 of the Group’s main land bank in the Yubei District, which is a central landmark development in Chongqing. The lot covers a total site area of approximately 103,000 sqm, with a GFA of approximately 588,000 sqm. The development comprises of high-end residential apartments, a five-star hotel, serviced apartments, a shopping mall and super Grade-A offices. The residential portion of the development comprises of four towers with a total of 1,410 units and a gross floor area (“GFA”) of 108,009 sqm.

Commenting on the project sales performance, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land, said, “We are delighted that One Central @Midtown received such an overwhelming market response. The successful sales performance not only demonstrated our premium project location, quality and competitive strengths, but also the strong user-driven demand in Chongqing. We are confident about the future launches of other projects in Western China and will continue to maximize our shareholder returns.”

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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.

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

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

Natalie Tam / Crystal Chan / Joey Wan / Vicki Fong

Tel: (852) 2136 6182 / 2169 0049 / 2136 6954 / 2136 6184

Fax:(852) 3170 6606

Email: natalie.tam@iprogilvy.com / crystal.chan@iprogilvy.com /  
joey.wan@iprogilvy.com / vicki.fong@iprogilvy.com