

[For Immediate Release]



**C C Land Holdings Limited
Verakin New Park City Pre-sales Recorded Excellent Response
Property Selling Price Increased Over 50% from Last Phase**

(29 January 2008 – 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) launched the second phase of Verakin New Park City for pre-sales on 27 January 2008. It is a high-end, large-scale, multi-phased residential and commercial project in Nanan Cha Yuan District, Chongqing. C C Land acquired a 51% interest in the project in October 2007. An overwhelming market response was received with 149 units, out of the 168 total units launched having been pre-sold in three days, representing a take-up rate of over 88%. The number of units pre-sold measured a total usable floor area of approximately 17,100 sq. m. with the average selling price (“ASP”) reaching approximately RMB 4,840 per sq. m., representing an over 50% increase compared to the ASP for the first phase launched in July 2007. The second phase is expected to be delivered to the customers in March 2009.

Verakin New Park City has a total GFA of about 1.6 million sq. m., of which about 72% is for residential development and the balance is for commercial property development. It is strategically located in the Chongqing Nanan Economic Development Zone, which is only 10 kilometres, or 15 minutes away, from downtown Jie Fang Bei and the Jiangbei CBD.

Commenting on the pre-sales of the project, Dr. Peter Lam, Deputy Chairman and Managing Director, said, “Following the satisfactory pre-sales of phase one of Verakin New Park City a few months ago, we are delighted to enjoy another overwhelming response to the second phase of the project, with an over 50% increase compared to the ASP for the first phase, proving that we have a sharp vision in selecting potential projects for acquisition. The encouraging pre-sales response also confirms that the Chongqing property market remains strong and will continue to do well.”

- End -

About C C Land

C C Land is principally engaged in the property development business in Western China. It has projects with a total GFA about 11 million sq. m. (attributable GFA exceeding 8 million sq. m.) in Chongqing, Chengdu, Sichuan, and Kunming. In light of the booming property industry in China, C C Land is well-poised to be one of the leading property developers in Western China by leveraging its management expertise, quality land banks, and solid financial position. The Company is a constituent stock of the Morgan Stanley Capital International Hong Kong Index.

For enquiries, please contact:

iPR Ogilvy LTD

Natalie Tam/ Stella Lui/ Stephanie Yuen/ Sandy Ip

Tel: (852) 2136 6182/ 2136 6178/ 3170 6609/ 2136 6118

Fax: (852) 2136 6068

Email: natalie.tam@iprogilvy.com/ stella.lui@iprogilvy.com/
stephanie.yuen@iprogilvy.com/ sandy.ip@iprogilvy.com