

[For Immediate Release]



C C Land Holdings Limited

**Outstanding Sales Performance of "Phoenix County" in
Chongqing and "Brighton Place and Plaza" in Chengdu**

**New Units Recorded Take-up Rates of 100% and 90.4%
Respectively on the First Day of Launch**

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**Subscription Sales Reached RMB145 million
and RMB118 million Respectively**

(27 November 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 high-rise residential units of "Phoenix County" – Phase III in Chongqing and high-rise residential units of "Brighton Place and Plaza" Project – Phase IV in Chengdu were launched for pre-sale over the past weekend. Both projects received overwhelming responses with 100% and 90.4% take-up rate respectively on their first day of launch.

The Group launched one block of 209 high-rise residential units of "Phoenix County" – Phase III in Chongqing on Sunday, 25 November, 2012. All the units were pre-sold on the same day. Total gross floor area ("GFA") sold was about 19,390 sqm and subscription sales totalled about RMB145 million. The average selling price ("ASP") based on GFA was approximately RMB7,490 per sqm. This phase features brand new designs of high-rise units which are different to the low-rise townhouses of the previous phases. The outstanding pre-sale performance proves the Group's ability to cater to the buyers' wishes through its flexible product mix.

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On Saturday, 24 November, 2012, the Group launched 188 additional high-rise residential units of "Brighton Place and Plaza" – Phase IV in Chengdu. A total of 170 units with a GFA of about 14,050 sqm were pre-sold, representing a 90.4% take-up rate and generating subscription sales of about RMB118 million on the first day. The ASP based on GFA was approximately RMB8,390 per sqm, increasing by about 11.5% when compared to that of the other units of Phase I (RMB7,520 per sqm) which were sold at the beginning of the year. The total GFA pre-sold for residential use for this project was about 165,570 sqm, representing a 98% sell-through of the total residential GFA of 169,190 sqm. This reflects the Group's ability to grab the strong user-driven market demand and adjust prices in a timely manner.

Commenting on the successful additional launches, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land, said, "We are delighted with the buoyant sales performance of the additional launches of 'Phoenix County' and 'Brighton Place and Plaza'. As most of the Group's projects are located in prime locations and all well-executed, they are well-received by the market. We have built up a strong brand name which commands premium. In order to meet the needs of the market, we will follow closely the market demands and will launch a variety of products continually. We are strongly confident on the development of the property market in Western China."

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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 12.16 million sqm in terms of GFA and about 8.4 million sqm in terms of attributable GFA, covering key Western China cities, namely Chongqing, Chengdu and Guiyang. 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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