

[For Immediate Release]



C C Land Holdings Limited

**C C Land Acquired a Premium Site in LongQuan Yi District, Chengdu
with a GFA of Approximately 577,000 sqm**

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(30 December 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 that the Group has successfully acquired a land lot (the “Land Lot”) between Chengdu and LongQuan Yi District in an auction through its 51%-owned subsidiary – Chengdu Guojia Cheer Gain Property Company Limited (“Guojia Cheer Gain”). The total consideration for the Land Lot is approximately RMB959 million.

The new Land Lot acquired by the Group has a permitted gross floor area (“GFA”) of approximately 577,000 sqm. The average land cost in GFA is approximately RMB1,663 per sqm. The Land Lot is planned for the development of a residential and commercial project (the “Project”).

The Land Lot is located in the Damian Town between Chengdu and LongQuan Yi District. Situated in the south of Eastern Chengdu City, LongQuan Yi District is one of nine municipal districts of Chengdu and also a key development area in the Chengdu City eastward development plan approved by the State. It is where the Chengdu Economic and Technological Development Zone (State-level) houses. The Land Lot is situated in a premium location. It is about 1.6 kilometers and 6 kilometers away from Chengdu Raocheng Expressway and the Third Ring Road respectively. It takes about 20 minutes to get to downtown Chengdu via Yidu Avenue and Chenglong Avenue. It is planned that the northern and southern parts of LongQuan Yi District will be connected by two subway lines, making the transportation network more convenient.

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Commenting on the land acquisition, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land said, "The successful acquisition of the Land Lot again demonstrates the Group's capability to capture market opportunities in purchasing premium sites at reasonable price which forms a solid foundation for the Group's sustainable growth in profitability. The projects developed by Guojia Cheer Gain, namely 'Brighton Place and Plaza', 'Sky Villa' and 'Villa Royale' had been well-received by home buyers. We believe that the Project will become another popular project in Chengdu. Going forward, leveraging on its sound financial position, the Group will focus on developing more premium projects. We strive to attain stable and attractive returns for our shareholders."

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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 12.76 million sqm in terms of GFA and about 8.7 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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