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SPRINGLAND

Springland International Holdings Limited

華地國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

**Springland International Holdings Limited
Announces Results of the Global Offer**

**The Hong Kong Public Offer was oversubscribed by about 80 times
and the Offer Price has been set at HK\$5.93 per Offer Share**

(Hong Kong, 20 October 2010) **Springland International Holdings Limited** ("Springland International" or the "Company", SEHK stock code: 1700) a leading dual-format retail chain operator with business focus in the Greater Yangtze River Delta operating both department stores and supermarkets, today announces that its Hong Kong Public Offer was approximately 80 times over subscribed. The Offer Price has been set at HK\$5.93 per share.

The Global Offer of Springland International was for a total of 625,000,000 Shares (the "Offer Shares"), initially comprising an international offer of 562,500,000 Shares (subject to adjustment and Over-allotment Option) and a Hong Kong public offer of 62,500,000 New Shares (subject to adjustment), representing 90% and 10% of the total number of Offer Shares, respectively. The Offer Shares represent approximately 25% of the enlarged issued share capital of the Company immediately upon completion of the Global Offer.

The number of Shares validly applied for under the Hong Kong Public Offer represents approximately 80 times of the initial number of the Hong Kong Offer Shares, therefore, according to the paragraph "Structure of the Global Offer — Hong Kong Public Offer — Reallocation and Clawback" in the Prospectus, a total number of 187,500,000 International Offer Shares have been reallocated from the International Offer to the Hong Kong Public Offer. As a result of such reallocation, the number of Offer Shares allocated to the Hong Kong Public Offer has been increased to 250,000,000 Offer Shares, representing 40% of the total number of Offer Shares initially available under the Global Offer (before any exercise of the Over-allotment Option).

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Commenting on the subscription results, Mr. Chen Jianqiang, Chairman and CEO of the Company, said, "We are delighted to see that Springland International has attracted attention of both institutional and retail investors and received overwhelming reception for the Group's Global Offer amidst the competitive IPO market in Hong Kong recently. We will adhere to our long-term objective to maintain and strengthen our market position in the regions where we have already had a presence so as to maximize returns to shareholders."

Assuming that the Global Offering becomes unconditional in all aspects at 8:00 a.m. on Thursday, 21 October 2010, trading in the shares of the Company on the Main Board of the Hong Kong Stock Exchange is expected to commence on Thursday, 21 October 2010.

Morgan Stanley Asia Limited is the Sole Global Coordinator and Sole Sponsor, Morgan Stanley Asia Limited and DBS Asia Capital Limited are the Joint Bookrunners and Morgan Stanley Asia Limited, DBS Asia Capital Limited and CCB International Capital Limited are the Joint Lead Managers of the Global Offer.

For further details about the results of allocations for the Hong Kong Public Offer, please refer to 1) The Hong Kong Stock Exchange's website at www.hkexnews.hk; 2) Springland International's Hong Kong Public Offer results of allocations website at www.iporesults.com.hk; 3) Springland International's company website at www.springlandgroup.com.cn on Wednesday, 20 October 2010.

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