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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)

(Stock Code: 1700)

**UNAUDITED OPERATIONAL STATISTICS
FOR THE SIX MONTHS ENDED 31 DECEMBER 2010
AND YEAR ENDED 31 DECEMBER 2010**

The board (the “Board”) of the directors of Springland International Holdings Limited (the “Company”) hereby announces the operational statistics of the Company and its subsidiaries (collectively the “Group”) for the six months ended 31 December 2010 (unaudited) and the year ended 31 December 2010 (unaudited) as follows:

For the six months ended 31 December 2010 (unaudited):-

Department Store Business:

Total Sales Proceeds ⁽¹⁾ of RMB 2,636.0 million, Y-o-Y growth ⁽²⁾ of 55.2%

Same store sales growth ⁽³⁾ for 29.6%

Supermarket Business:

Total Sales Proceeds ⁽¹⁾ of RMB890.6 million, Y-o-Y growth ⁽²⁾ of 30.7%

Same store sales growth ⁽³⁾ for 14.0%

For the year ended 31 December 2010 (unaudited):-

Department Store Business:

Total Sales Proceeds ⁽¹⁾ of RMB 5,102.5 million, Y-o-Y growth ⁽²⁾ of 53.8%

Same store sales growth ⁽³⁾ for 25.5%

Supermarket Business:

Total Sales Proceeds ⁽¹⁾ of RMB 1,749.2 million, Y-o-Y growth ⁽²⁾ of 23.4%

Same store sales growth ⁽³⁾ for 11.4%

Department Stores with Top Five Sales Proceeds ⁽¹⁾ in Department Store Business:-

Department Store	Commencement Date of Operation	Operation Floor Area (sq.m.)	Six months ended 31 December 2010		Year ended 31 December 2010	
			Total Sales Proceeds ⁽¹⁾ - (RMB'million)	Y-o-Y Growth ⁽²⁾ Rate ³⁾	Total Sales Proceeds ⁽¹⁾ (RMB'million)	Y-o-Y Growth ⁽³⁾ Rate
Wuxi Yaohan*	July 1996 ⁽⁴⁾	55,067	699.3	49.4%	1,263.7	42.6%
Yixing Springland*	Dec 1994	23,037	370.5	14.3%	733.1	14.6%
Jiangyin Springland*	Sep 2005	29,707	347.1	27.7%	679.7	26.3%
Zhenjiang Yaohan	Jan 2010	59,261	292.5	N/A	500.6	N/A
Liyang Springland*	Aug 2002	24,120	226.0	21.3%	461.2	16.7%
Others		139,622	700.6	N/A	1,464.2	N/A
Total		330,814	2,636.0	55.2%	5,102.5	53.8%

* Those stores marked with asterisk are included in the computation of same store sales growth of Department Store Business

Note:

- (1) Total Sales Proceeds represent the sum of gross revenue from concessionaire sales, revenue from direct sales and rental income.
- (2) Y-o-Y: year-on-year growth rate, as compare to same period of last year
- (3) Same store sales growth represents change in total sales proceeds for department stores having operations throughout the comparable period.
- (4) The Group acquired 100% equity interest of Wuxi Yaohan Store in July 2006

CAUTION STATEMENT

The Board wishes to remind investors that the above operational statistics are based on the unaudited management accounts of the Group which have not been reviewed or audited by auditors. Differences may arise between such statistics and the data to be disclosed in audited report due to review and audit adjustment. Such statistics are provisional and for reference purposes only. Investors are cautioned not to unduly rely on such statistics and are advised to exercise caution in dealing in the shares of the Company.

This announcement is a voluntary information disclosure.

By order of the Board
Chen Jianqiang
Chairman

Hong Kong, 20 January 2011

As at the date of this announcement, the Board comprises three executive directors, namely Mr Chen Jianqiang, Mr Tao Qingrong and Mr Fung Hiu Lai; two non-executive directors, namely Mr Wang Lin and Mr Fung Hiu Chuen, John; and three independent non-executive directors, namely Dr Lin Zhijun, Dr Zhang Weijiong and Mr Wang Shuaiting.