



**Yanlord Land Group Limited**

**Press Release – Ground-breaking Ceremony in Shanghai Waigaoqiao**

**YANLORD BREAKS GROUND FOR ITS 320,000 SQM RESIDENTIAL DEVELOPMENT IN SHANGHAI WAIGAOQIAO DISTRICT**

- **320,000 square metres (“sqm”) landmark residential development – Yanlord Shanghai Waigaoqiao Area Land (上海森蓝外高桥地块) (“Waigaoqiao Land”) is the Group’s latest development in the vibrant Pudong New Area, Shanghai**
- **Building on the Group’s established track record for developing high-end residential developments, Waigaoqiao Land is expected to attract significant interest from both local and international buyers**
- **Latest development underlines Yanlord’s strategic focus to maintain a robust development pipeline that taps on Shanghai’s rapid real estate sector growth**
- **Many distinguished guests graced the ground-breaking ceremony including Singapore’s Minister of State for Trade and Industry & Manpower, Mr. Lee Yi Shyan as well as key delegates from the Shanghai municipal government**

**Singapore / Hong Kong / Shanghai – 26 November 2009 – Yanlord Land Group Limited** (“Yanlord”, and together with its subsidiaries, the “Group”), a real estate developer focused on developing high-end residential and commercial property projects in strategically selected key and high-growth cities in the People’s Republic of China (“PRC”), announced today the ground-breaking for its latest 320,000 sqm residential development – Waigaoqiao Land – in Shanghai’s Pudong New Area, the People’s Republic of China (“PRC”).

A culmination of two successful land tenders by the Group in July 2008 and September 2009, the Waigaoqiao Land project rests ideally at the northern quadrant of the Pudong New Area which has been earmarked by the Shanghai government to be Pudong’s new prime residential district. To further enhance the living environment for both local residents and foreign expatriates who currently work in the district, the Shanghai government has initiated the

construction of a new 5.74 square kilometres ecological park as part of its afforestation and ecological enhancement initiatives.

With the emergence of the Pudong New Area as an international financial centre and international transport and logistical hub, Waigaoqiao Land will also benefit from the robust infrastructure and excellent connectivity that links it to key areas such as the Lujiazui financial centre, the Wujiaochang sub-Centre, the Waigaoqiao Free Trade Zone, the Waigaoqiao Port, the Jinqiao Export Processing Zone and the Pudong International Airport. Capitalising on the significant potential brought about by burgeoning industrial development as well as a constant influx of both new and foreign talents, the Waigaoqiao district is poised to undergo a period of rapid transformation and unprecedented growth.

Conducted amidst much fanfare, the ground-breaking ceremony for one of the largest residential development projects by a Singapore company in the Pudong New Area was graced by key dignitaries from both the Singapore and Shanghai governments including Singapore's Minister of State for Trade and Industry & Manpower, Mr Lee Yi Shyan, Vice-Chairman of the People's Congress of Shanghai, Mr Hu Wei and Governor of Pudong New Area, Mr Jiang Liang.

Welcoming distinguished guests present at the ceremony, Mr Zhong Sheng Jian, Chairman and Chief Executive Officer of Yanlord said, "Yanlord is one of the earliest entrants to the Shanghai Pudong New Area in the 1990s and has remained one of its leading foreign real estate developers. Growing in tandem with Pudong which in recent years has emerged as a leading financial and logistical hub in the PRC, Yanlord has similarly grown into one of China's Top 10 foreign real estate developers."

"Through our conscious efforts to introduce the Singapore style of residential development, Yanlord's projects have emerged as benchmarks for quality within the real estate industry. This recognition continues to set the Group apart from its peers and has contributed to the city's appreciation for quality residential developments. This latest project, Waigaoqiao Land, is Yanlord's sixth large scale project in the Pudong New Area and will continue to build on our commitment towards developing high-end fully fitted apartments that exceeds the demands of our customers. We will continue to build on our past track record and are confident that Waigaoqiao Land together with other Yanlord developments will contribute positively to the Group's future performance," added Mr Zhong.

**### End ###**

*Issued on behalf of Yanlord Land Group Limited by WeR1 Consultants Pte Ltd*

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**About Yanlord Land Group Limited:**

Yanlord Land Group Limited (Z25.SI) is a real estate developer based in the People's Republic of China, with a focus on the development of high-end fully fitted residential, commercial and integrated property projects in strategically selected key and high-growth cities in the PRC. Yanlord Land Group was listed in June 2006 on the main board of the Singapore Stock Exchange.

Since Yanlord's foray into the PRC market in 1993, it has successfully developed a number of large-scale residential property developments in Shanghai and Nanjing with international communities of residents – such as Yanlord Garden, Yanlord Riverside Gardens and Yanlord Riverside City in Shanghai and Orchid Mansion, Bamboo Garden and Yanlord International Apartments in Nanjing. The “Yanlord” name has been developed into a premium brand, synonymous with quality, within the property development industry of PRC. Currently, the Group has established presence in eight key high-growth cities within the four major economic regions of the PRC, namely, (i) Yangtze River Delta – Shanghai, Nanjing and Suzhou; (ii) Western China – Chengdu and Guiyang; (iii) Bohai Rim – Tianjin; and (iv) Pearl River Delta – Zhuhai and Shenzhen.

The Group has proactively extended its commercial property development projects, acquired a considerable number of land parcels for commercial use and commenced the construction of retail malls, offices, hotels and serviced residence developments. Upon completion, the projects are expected to generate stable rental income and increase the asset value for the Group.