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(a Sino-foreign joint stock limited company incorporated in the People's Republic of China) (Stock Code: 02337)

Announcement

CONTRACTUAL SALES FIGURES OF THE GROUP FOR THE MONTH OF JUNE 2010

The board of directors of Shanghai Forte Land Co., Ltd. (the "Company", together with its subsidiaries, the "Group") would like to inform its shareholders and the investment public of the contractual sales figures of the Group for the month of June 2010. Due to uncertainties in the sales process, the sales figures set out as below may deviate from finalized sales figures in the interim/annual reports and are for investors' reference only.

According to the sale and purchase contracts duly entered into between the Group and the purchasers, the attributable (according to equity interests) contractual sales area and sales amount achieved by the Group for the month of June 2010 were approximately 60, 524square metres and RMB751 million, respectively (same period for year 2009: 75,096 square metres and RMB1,036million, 2009 same period contract sales figures include sales of Beijing Jiadu Tower, approximately 22,528square metres and RMB455 million, and exclude impact from transfer of primary development). In addition, the attributable area and total amount related to equity transfer of Tianjin Centre were approximately 91,761square metres and RMB2,002 million, the breakdowns of which by projects are set out below (excluding the sales of parking spaces):

Project Name	City	Attributable		Gross		
		Area m ²	Amount RMB Million	Area m²	Amount RMB Million	Equity Interest of the Group
Parktown	Shanghai	21,782	251.82	21,782	251.82	100.00%
Fashion Block	Shanghai	2,809	56.22	2,809	56.22	100.00%
Golden City(Note 1)	Shanghai	718	17.59	1,795	43.97	40.00%
Villa Espana	Shanghai	195	2.49	354	4.52	55.00%
Forte Times	Shanghai	3,110	62.20	3,110	62.20	100.00%
Glorious Times	Shanghai	162	6.81	162	6.81	100.00%
Value Stream	Beijing	3,233	50.92	3,233	50.92	100.00%
Peking House	Beijing	1,918	51.74	1,918	51.74	100.00%
Xirongxian 26	Beijing	1,002	40.85	1,002	40.85	100.00%
Uptown	Chongqing	174	1.05	174	1.05	100.00%
Forte Times	Hangzhou	11,439	121.94	22,877	243.89	50.00%
Forte International East Lake	Wuhan	980	11.39	1,399	16.28	70.00%
Australian Garden(Note 2)	Wuxi	401	2.44	801	4.89	50.00%
Natural City	Changchun	8,968	52.99	8,968	52.99	100.00%
Yotown	Xi'an	3,633	20.56	3,824	21.64	95.00%
Sub Total(June 2010)		60,524	751	74,208	910	
Total(from January to June 2010)		327,858	4,008	406,438	4,951	
Tianjin Centre Equity Transfer(Note 3)		91,761	2001.79	122,348	2669.05	75.00%
Adjusted Sub Total(June 2010)		152,285	2,753	196,556	3,579	
Adjusted Total(from January to June 2010)		419,619	6,010	528,786	7,620	

Note:

- 1 Associate
- 2 Jointly-controlled entity
- 3 Tianjin Centre transaction was completed in June

By Order of the Board
SHANGHAI FORTE LAND CO., LTD.
FAN WEI
Chairman

6 July 2010, Shanghai, PRC

As at the date of this announcement, the executive directors of the Company are Mr. Fan Wei, Mr. Zhang Hua and Mr. Wang Zhe; the non-executive directors of the Company are Mr. Guo Guangchang, Mr. Feng Xiekun and Mr. Chen Qiyu; and the independent non-executive directors of the Company are Mr. Charles Nicholas Brooke, Mr. Chen Yingjie, Mr. Zhang Hongming and Ms. Wang Meijuan.

* For identification purpose only