Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take noresponsibility for the contents of this document, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



(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 SEPTEMBER 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 September 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 September 2010 were approximately 130, 791square metres and RMB1,900 million, respectively (same period for year 2009: 74,108 square metres and RMB 729 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 m ²	Amount RMB Million	Equity Interest of the Group
Parktown	Shanghai	6,305	85.56	6,305	85.56	100.00%
Fashion Block	Shanghai	2,223	36.07	2,223	36.07	100.00%
Yi He Hua Cheng	Shanghai	117	3.30	234	6.60	50.00%
*Golden City(Note 1)	Shanghai	4,109	122.61	10,273	306.52	40.00%
Villa Espana	Shanghai	1,486	18.50	2,702	33.64	55.00%
Glorious Times	Shanghai	22,237	842.96	22,237	842.96	100.00%
Forte Jinshan Chempark	Shanghai	3,280	19.02	3,280	19.02	100.00%
Value Stream	Beijing	770	13.73	770	13.73	100.00%
Peking House	Beijing	555	15.66	555	15.66	100.00%
Xirongxian 26	Beijing	1,696	56.92	1,696	56.92	100.00%
Uptown	Chongqing	18,844	103.35	18,844	103.35	100.00%
Gorgeous lakeside	Chengdou	15,879	167.41	19,849	209.26	80.00%
Invaluable City	Hangzhou	3,106	28.92	4,141	38.56	75.00%
*Forte Times(Note 2)	Hangzhou	1,496	16.70	2,992	33.40	50.00%
Forte International East Lake	Wuhan	9,723	106.02	13,890	151.46	70.00%
*Graceful Oasis(Note 1)	Nanjing	2,079	17.91	5,076	43.72	40.95%
Ronchamp Villa	Nanjing	2,566	44.25	2,566	44.25	100.00%
*Australian Garden(Note 2)	Wuxi	1,276	8.44	2,551	16.88	50.00%
Natural City	Changchun	20,688	123.85	20,688	123.85	100.00%
Yotown	Xi'an	12,356	68.66	13,006	72.27	95.00%
Sub Total(September 2010)		130,791	1,900	153,878	2,254	
Total(from January to September 2010) * (Note 3)		767,102	9,954	956,229	12,716	·

*Note:

- 1 Associate
- 2 Jointly-controlled entity
- 3 Include Tianjin Centre Equity Transfer

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

8 October 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