

2010 INTERIM ANNOUNCEMENT

FINANCIAL HIGHLIGHTS

	Six months ended 30th June, 2010 (Unaudited) HK\$'M	Six months ended 30th June, 2009 (Unaudited) HK\$'M	% Change
Operating profit	205.0	130.9	57%
Profit for the period	230.6	123.3	87%
Basic earnings per ordinary share	HK9.64 cents	HK5.34 cents	81%
Interim dividend	HK0.4 cent	HK0.3 cent	33%
	As at 30th June, 2010 (Unaudited) HK\$1.88	As at 31st December, 2009 (Unaudited) HK\$1.77	6.2%
Adjusted net asset value per ordinary share			

- Unaudited consolidated profit for the period increased by about 87% over the corresponding period in 2009.
- Interim dividend for 2010 increased by 33% over the comparative amount in 2009.
- The various listed entities within the Century City Group have all attained satisfactory results during the period.
- The Company will seek to diversify into new businesses with high growth potential and, at the same time, will also consider undertaking new investments that would be complementary and beneficial to the existing businesses of the Group companies.
- Having established a very solid foundation, the Group is well positioned to implement business expansion plans that will create long term value for shareholders.

Press Release
For Immediate Release

24th August, 2010

Century City Announces 2010 Interim Results

Century City International Holdings Limited (stock code: 355) announced today the interim results for the six months ended 30th June, 2010.

FINANCIAL RESULTS

For the six months ended 30th June, 2010, the Group achieved an unaudited consolidated profit attributable to shareholders of HK\$230.6 million, an increase of about 87% as compared with the profit of HK\$123.3 million recorded in the last corresponding period.

For the purpose of reference, supplementary information on the net assets of the Group, compiled on an adjusted basis to more fairly reflect the underlying net assets attributable to the interests held by Regal Group in Regal Real Estate Investment Trust, is provided in the interim results announcement released today. **The adjusted net asset value per ordinary share is HK\$1.88.**

DIVIDEND

The Directors have declared the payment of an interim dividend of HK0.4 cent (2009 – HK0.3 cent) per ordinary share for the financial year ending 31st December, 2010.

BUSINESS OVERVIEW

The Group continues to input strenuous efforts to explore new business opportunities with a view to diversifying and expanding its investment portfolio but due to the very low interest rate environment, competitions for favourable investment opportunities are keen. However, in view of the volatile global financial market, the Group has adopted a more prudent approach in pursuing business expansions. Although some of the potential deals are still in discussions, the progress in this respect has been relatively slow.

In addition to the shareholdings held in Paliburg, the Group also owns warrants issued by Paliburg which are exercisable into approximately 59.5 million Paliburg shares at a price of HK\$2.1 per Paliburg share before 8th November, 2010. If all the outstanding warrants of Paliburg, including those held by the Group, are exercised, the Group's shareholding in Paliburg will be maintained at approximately 58.5% of the enlarged issued share capital of Paliburg.

During the period under review, the various listed entities within the Century City Group have all attained satisfactory results.

PALIBURG GROUP, REGAL GROUP AND REGAL REIT

For the six months ended 30th June, 2010, Paliburg achieved an unaudited consolidated profit attributable to shareholders of HK\$400.1 million, which represents an increase of about 146% over the HK\$162.3 million attained in the comparative period last year.

For the six months ended 30th June, 2010, Regal achieved an unaudited consolidated profit attributable to shareholders of HK\$385.3 million, an increase of about 162% as compared to the profit of HK\$147.2 million recorded in the corresponding period in 2009.

For the six months ended 30th June, 2010, Regal REIT attained an unaudited consolidated net profit before distribution to its unitholders of approximately HK\$308.2 million, as compared to the profit of HK\$187.5 million recorded in the corresponding period in 2009.

For 2010 interim results and further information on Paliburg, Regal and Regal REIT, please refer to their respective press releases and full set of interim results announcements.

OUTLOOK

As the ultimate holding company of the Century City Group, the Company will seek to diversify into new businesses with high growth potential and, at the same time, will also consider undertaking new investments that would be complementary and beneficial to the existing businesses of the Group companies.

“Having now established a very solid foundation, we are confident that the Group will be able to implement business expansion plans that will create long term value for shareholders.” concluded Mr. Y. S. Lo, Chairman and Chief Executive Officer of the Group.

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For further information, please refer to the full set of Century City’s interim results announcement released today.

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