

The Stock Exchange of Hong Kong Limited takes no responsibility for the contents of this announcement, makes no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



PREMIUM LAND LIMITED

上海策略置地有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 164)

ANNOUNCEMENT

This announcement is at the request of The Stock Exchange of Hong Kong Limited. The board of directors of Premium Land Limited (the "Company") has noted the increase in price of the shares of the Company today and wishes to state that save as disclosed in this announcement, it is not aware of any reason for such movements.

The board of directors of the Company (the "Board") wishes to state that the Company is currently in discussions with an independent third party in relation to a possible investment in properties in China. The discussions are in a preliminary stage and no letter of intent, memorandum of understanding or any formal agreement has been entered into by the Company. The discussions may or may not mature into any proposed transaction. Should an agreement be reached, the transaction may constitute a notifiable transaction for the Company. In addition, the Company will continue to explore and evaluate business opportunities in the area of property investment in China. The Company will comply with the requirements of the Listing Rules and make further announcement as and when appropriate.

The Board also confirms that save as disclosed above, there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under Rule 13.23 of the Listing Rules, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Shareholders of the Company or potential investors are advised to exercise caution in dealing in the shares of the Company.

This announcement is made by the order of the Board, the directors of which individually and joint accept responsibility for the accuracy of this announcement.

By Order of the Board
Ma Kwok Hung, Warren
Executive Director

Hong Kong, 1 December 2006

As at the date of this announcement, the executive directors are Messrs. Gao Feng and Ma Kwok Hung, Warren and the independent non-executive directors are Messrs. Wong Hoi Kuen, Edmund, Pang Haiou, Zuo Guang, Chan Chi Yuen and Chow Siu Ngor.

* *For identification purpose only*