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CHINA SCE PROPERTY HOLDINGS LIMITED

中駿置業控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1966)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that it is expected that the unaudited consolidated net profit of the Group for the six months ended 30 June 2010 may record an increase by not less than 100% as compared to that for the corresponding period in 2009.

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

This announcement is made by China SCE Property Holdings Limited (the “Company”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that it is expected that the unaudited consolidated net profit of the Company and its subsidiaries (collectively, the “Group”) for the six months ended 30 June 2010 may record an increase by not less than 100% as compared to that for the corresponding period in 2009. It is expected that such increase is mainly attributable to the increase in sales of properties.

As the Company is still in the process of finalizing the results of the Group for the six months ended 30 June 2010, the information contained in this announcement is only based on the preliminary assessment of the management accounts of the Group as at 30 June 2010 by the Board and the information currently available and is not based on any figures or information audited or reviewed by the Company’s auditors.

Further details of the Group's results for the six months ended 30 June 2010 will be announced in August 2010.

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

By order of the Board
China SCE Property Holdings Limited
Wong Chiu Yeung
Chairman

Hong Kong, 20 July 2010

As at the date of this announcement, the executive directors of the Company are Mr. Wong Chiu Yeung, Mr. Chen Yuanlai, Mr. Cheng Hiu Lok and Mr. Li Wei, the non-executive director of the Company is Mr. Fung Ka Pun and the independent non-executive directors are Mr. Ting Leung Huel Stephen, Mr. Lu Hong Te and Mr. Dai Yiyi.