



世紀城市國際控股有限公司

Century City

International Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 355)

27th April, 2011

Dear Shareholders,

Letter to New Shareholders

– Publication of 2010 Annual Report and Circular dated 27th April, 2011; and Election of Means of Receipt and Language of Corporate Communications

Printed copies (in both English and Chinese versions) of the 2010 Annual Report and the Circular dated 27th April, 2011 of Century City International Holdings Limited ("Century"), together with the accompanying Proxy Form for its Annual General Meeting to be held on 31st May, 2011, (collectively, the "Current Corporate Communications") are enclosed herewith. The Current Corporate Communications, in both English and Chinese versions, are also available on the website of Century at www.centurycity.com.hk. You may access the respective Current Corporate Communications by clicking "Annual Reports" and "Circulars" under "Financial Information & Corporate Communications" of Century's website.

Pursuant to the Bye-laws of Century and the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") (the "Listing Rules"), Corporate Communications (*Note*) of Century are to be made available to its shareholders (the "Shareholders") by means of publication on its website in the manners as prescribed in the Listing Rules in lieu of the printed version thereof, with consent from, or by virtue of deemed consent on the part of, the Shareholders on individual basis. For such purpose and in accordance with relevant requirements under the Listing Rules, we are making available to you options for election of means of receipt of future Corporate Communications as detailed below.

You may choose to receive future Corporate Communications: (i) by electronic means through access to Century's website at www.centurycity.com.hk; or (ii) in printed version. If you choose to receive printed version, you may also select printed copies either in English version only, or in Chinese version only, or in both English and Chinese versions. Shareholders are encouraged to select the option of electronic means communication, which will help reducing paper consumption and saving printing and mail costs for Century.

Action to be taken

Please complete and sign the enclosed Reply Form and return it to Century's Hong Kong Branch Registrar, Tricor Tengis Limited of 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong, by post using the mailing label (for pre-paid postage in Hong Kong) at the bottom of the Reply Form, or by personal delivery.

Kindly note that if we do not receive the completed Reply Form within 28 days from the date of this letter, i.e. by 25th May, 2011, you will be deemed to have consented to receive future Corporate Communications using electronic means through access to Century's website in lieu of the printed version thereof. Then, only notification(s) of publication of Corporate Communications on Century's website will be sent to you by post.

If you choose to receive future Corporate Communications using electronic means through access to Century's website and also provide us with your email address, an email notification of publication of Corporate Communications on Century's website will be sent to you each time on publication. Otherwise, a notification of publication in printed version will be sent to you by post instead.

You may at any time by reasonable notice in writing or through email at century-ecom@hk.tricorglobal.com to Century's Hong Kong Branch Registrar to change your choice of the means of receipt and/or the language versions of future Corporate Communications. If you have chosen or are deemed to have chosen the electronic means and, for any reason, have any difficulty in receiving or gaining access to the website version of the Corporate Communications, Century or its Hong Kong Branch Registrar will promptly upon request send the printed version of the same to you free of charge.

Both the printed English and Chinese versions of Corporate Communications will be available from Century or its Hong Kong Branch Registrar on request, and both versions will also be available in assessable format on the Stock Exchange's website at www.hkexnews.hk and Century's website.

Should you have any queries relating to this letter, please do not hesitate to call the enquiry hotline at (852) 2980 1333 from 9:00 a.m. to 5:00 p.m. (Monday to Friday, excluding public holidays) or send email to century-ecom@hk.tricorglobal.com.

Yours faithfully,
For and on behalf of
Century City International Holdings Limited
Eliza Lam Sau Fun
Company Secretary

Note: "Corporate Communications" refer to any documents issued or to be issued by Century for information or action of holders of any of its securities, including but not limited to, the directors' report and annual accounts together with a copy of the auditors' report, the interim report, a notice of meeting, a listing document, a circular and a proxy form.