



China Metro-Rural Holdings Limited

FOR IMMEDIATE RELEASE

China Metro-Rural, the Largest Agricultural Logistic Center in Northeast China; Presentation and Luncheon November 2, 2010 at Bayard's, New York

NEW YORK, NY--(Marketwire - October 29, 2010) - China Metro-Rural Holdings Limited (NYSE Amex: CNR) (the "Company" or "CNR") today announced that on November 2, 2010, CNR will hold its presentation and luncheon at Bayard's in the anticipated presence of over 60 guests including government officials from the Tieling City and Shenzhen Special Economic Zone, the PRC, as well as the media. The presentation is a general introduction of CNR's large-scale, modernized, and one-stop integrated platform for agricultural related products for purchasers and suppliers.

Tieling City is a [prefecture-level city](#) in [Liaoning](#) province of the [PRC](#). Located in Northeast China, Tieling is a city where [coal mining](#) and agriculture are major industries.

The CNR developed Northeast Logistics City ("NLC") is aiming at developing a gigantic, modernized, multi-functional and well-equipped trading platform for all agricultural and small industrial players in the agriculture and light industry. Major product lines to be traded at the NLC will range from raw agricultural products -- including seeds, wheat, corns and fertilizers and its related products including trucks and agricultural machineries. NLC will provide a comprehensive range of services to facilitate manufacturing, processing, assembling, research and development, exhibiting, designing, wholesaling, ordinary and bonded warehousing, delivering, e-commerce, convention exhibiting and all the way down to a full range of related professional services.

Northeast Logistics City is planned to occupy a site area of approximately 5 million square meters. It will put into operation over 8,000 shops and booths upon completion of all phases of construction. Initially, Phase 1 construction occupied a gross floor area of approximately 270,000 square meters. NLC will be divided into four major areas, namely: 1) Trade Area; 2) Exhibition Area; 3) Business Services Area; and 4) Supporting Facilities Area.

"We will devote vigorous efforts in international marketing campaigns to attract renowned agricultural and small industrial players from around the world to establish their presence in NLC. The project is fully-supported by the Chinese government. We feel deeply honored that present here with us in New York City are the Mayor of Tieling Municipal People's Government -- Mr. Zhang Jingqiang -- and Vice Mayor of Tieling Municipal People's Government -- Ms. Zhou Yiyin. The government views NLC as a major project at both municipal and provincial levels and offers applicable preferential treatment over tax and business issues. We believe that NLC will function as a bridge to connect both local and international markets and grow to be the world's biggest agricultural trading platform in the coming years," Mr. Sam Sio, CEO of CNR, stated.

The Mayor of Tieling Municipal People's Government, Mr. Zhang Jingqiang mentioned in one of his speeches, "Sustaining rapid economic growth in China in recent years, China has developed into one of the world's greatest factories, at the same time, China is one of the largest population countries, Northeast China, where Tieling City is the largest base of such cultivating and trading agricultural product activities. We are confident of its success and will provide NLC with strong support."

"Just as New York's Wall Street is the World's Financial Centre, the Netherlands' Amsterdam is the World's Flower Trade Centre and China Shenzhen's China South City is the World's Industrial Materials Trade Centre, our goal is to grow and position NLC as the World's Agricultural Trade Centre in the coming years." Mr. Sam Sio added.

ABOUT CHINA METRO-RURAL HOLDINGS LIMITED

China Metro-Rural Holdings Limited is one of the leading developers and operators of large scale, integrated agricultural logistics and trade centers in Northeast China that facilitate a relationship between sellers and buyers of agricultural commodities and small appliances, provide relevant physical platform and timely marketing information and intelligence, provide a transparent and competitive market price discovery mechanism and provide infrastructure to enhance the living standards of those from the rural area.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, which are, by their nature, subject to risks and uncertainties. This Act provides a "safe harbor" for forward-looking statements to encourage companies to provide prospective information about themselves so long as they identify these statements as forward-looking and provide meaningful cautionary statements identifying important factors that could cause actual results to differ from the projected results. All statements, including statements regarding industry prospects and future results of operations or financial position, made in this press release are forward looking.

Words such as "anticipate", "believe", "estimate", "expect", "intend", "may", "plan", "predict", "project", "will", "would" and similar expressions may identify forward-looking statements. These forward-looking statements include, without limitation, statements relating to: the Company's future performance, momentum, the Company's expansion efforts, the state of economic conditions, the Company's market and the governmental policy. These forward-looking statements are based on assumptions and analyses made by the Company in light of its experience and perception of historical trends, current conditions and expected future developments, as well as other factors the Company believes to be appropriate in particular circumstances. However, whether actual results and developments will meet the Company's expectations and predictions depends on a number of known and unknown risks and uncertainties and other factors, any or all of which could cause actual results, performance or achievements to differ materially from the Company's expectations, whether expressed or implied by such forward-looking statements.

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