



China Metro-Rural Holdings Limited

FOR IMMEDIATE RELEASE

CNR Attended Closing Bell Ceremony at the NYSE on November 2, 2010 and Conducts Its Non-Deal Road Show in New York

NEW YORK, NY--(Marketwire - November 3, 2010) - China Metro-Rural Holdings Limited (NYSE Amex: CNR) (the "Company" or "CNR") announces its attendance at the NYSE Closing Bell Ceremony on November 2, 2010 as well as details about its non-deal road show during the week.

"It is useful and constructive to come to the Big Apple and meet with investors, analysts and fund managers and to update them on our new developments and future directions of CNR. There is no shortcut in the capital markets. As a responsible management, we cherish shareholders' common hope of raising the company's share value by consistently working hard towards our visions. We also understand that there is no shortcut to reflect the true value of the company on the share price as the vast majority," stated Mr. Sam Sio, CEO of CNR.

"We are working hard in our core business as well as in increasing the company's transparency. Some efforts are not apparently shown in that we are acting like a US corporation. We have PricewaterhouseCoopers as our auditors, Orrick as our legal counsel, and for investor relations we have the Altman Group. Another part of our mission during our trip to New York is to understand the expectations of Wall Street to enable us to work harder to deliver or even beat these expectations," 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 facilitates a relationship between sellers and buyers of agricultural commodities and small appliances, provides relevant physical platform and timely marketing information and intelligence, provides a transparent and competitive market price discovery mechanism and provides 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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