

**Jade Dynasty Announces Annual Results
for the Year Ended 31 March 2008
Turnover Recorded at HK\$156,700,000
Committed to Developing Luxury Goods in PRC**

(Hong Kong, 28 July 2008) ----- **Jade Dynasty Group Limited** ("Jade Dynasty"/ "the Group") (HKSE code: 970), the largest listed comics publisher and animations producer in Hong Kong, announced today that for the year ended 31 March 2008, the Group recorded a turnover of HK\$156,700,000 (2007: approximately HK\$102,100,000). Profit attributable to shareholders amounted to approximately HK\$6,600,000 (2007: approximately HK\$11,400,000). Basic earnings per share was HK0.63 cents (2007: HK1.24 cents). The Board has resolved not to declare final dividend, except the interim dividend of HK0.2 cents per share, in order to devote to rolling out the business plans formulated.

Targeting the escalating wealth of PRC consumers, Jade Dynasty diversified its business to distribution of luxury goods, and entered the market via ultra-luxury cars and super cars. The Group completed the acquisition of Beijing Mei He Zhen Yong Motors Trading Limited ("Mei He Zhen Yong") and Beijing De Te Motors Trading Limited ("De Te") as well as the dealerships of Bentley cars and Lamborghini cars in Beijing under Mei He Zhen Yong and the dealership of Rolls-Royce cars in Beijing under De Te at the aggregate consideration of HK\$402,000,000 on 26 June 2008. The three brands attained sound sales performance in the first half of 2008, which revealed the unrelenting demand for luxury cars from the luxury goods consuming class in Beijing and reflected the huge development potential of the market. Sales volume of Bentley, Lamborghini and Rolls-Royce cars in the first half of 2008 increased approximately 125%, 40% and 170% respectively when compared with the same period in 2007. According to the profit guarantee in the acquisition agreement, the luxury car dealerships business must contribute not less than HK\$ 55,000,000 to the Group's profits this year ending 31 December.

Besides, Jade Dynasty will continue to explore the chance of developing luxury goods market, such as luxury watch and accessories etc, to consolidate the Group's status as the most established luxury goods dealer in the PRC. The Group purchased the dealership of luxury watch brand Richard Mille in the PRC in July 2008, which signified the Group's devotion to this development direction.

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To display the Group's new direction of developing luxury goods market, the board proposed to change the Group's name to "Sparkle Roll Group Limited", establishing a brand new corporate image.

Mr. Ivan Tong, Chairman of the Group said, "Given the huge potential of luxury cars market in the PRC and the remarkable sales growth of the three luxury car brands whose dealerships lie in our Group in Beijing and some other areas of the PRC, this acquisition is favorable for our Group's development in the PRC market and expansion of the retail business of luxury goods in the PRC. Our Group also believes that the profitability can be further raised, enhancing the overall returns for our shareholders."

The entire series of the 52 episodes of the Group's signature animated TV series titled "Shen Beng Kids" was fully broadcasted on CCTV children channel in February 2008. With its excellent audience rating and high popularity, the Group has actively lobbied for broadcast of the 52 episodes in various national channels, including Kaku TV, Hunan Hifly TV, Toonmax TV, Hangzhou Children, and Guangdong Southern Children.

To further strengthen its presence in the PRC animations market and continue the growth of its animations series, the Group acquired the remaining 49% interest in each of the Dragon Animation Holdings Limited and Dragon Animation Limited in July 2008 to produce Chinese animated series using the figure of world-famous movie star Mr. Jackie Chan. The production of the first 26 episodes of "Jackie Chan's Fantasia" commenced in 2008 and it is anticipated that it would be completed in 2009. The new animations series is expected to bring the Group's animations business further to another high following the success of "Shen Bing Kids".

Mr. Tong continued, "With the launch of derivative products and the undersupply of domestic animations in the PRC, we envisage that "Jackie Chan's Fantasia" can create another fad after "Shen Bing Kids", bringing promising return to our Group and elevating our animations business to higher levels. Besides, being authorized to produce Chinese animated series using the figure of the world-famous movie star Jackie Chan not only could take our Group's animated business worldwide, but also provide huge development potential."

The acquisition of Hongying Group, an animations production house in the PRC, was completed in November 2007. From November 2007 right after acquisition to the end of this financial year, Hongying Group performed remarkably as it has already honored the target of guaranteed profit in the first year ending 31 December 2007.

The turnover of comics publication and related business has increased 21.8% to HK\$109,700,000; yet the segment profit dropped 32.5% to approximately HK\$5,500,000 due to dramatic rise in paper and printing cost.

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About Jade Dynasty Group Limited (HKSE Code: 970)

Jade Dynasty Group Limited is principally engaged in (i) the publication of comic books and multimedia development and (ii) the dealerships of luxury vehicles in Beijing.

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