

**Jade Dynasty Announced
Acquisition of the Exclusive Dealership and
Grant of Right to use the Intellectual Property of
Super Deluxe Branded Watch "RICHARD MILLE" in the PRC and
Acquisition of A Trading Shop in the Name of "RICHARD MILLE" in Shanghai**

(Hong Kong, 11 August 2008)—**Jade Dynasty Group Limited** ("Jade Dynasty"/ "the Group") (HKSE code: 970), announced that its indirect wholly owned subsidiary Sparkle Roll Watch & Jewelry Limited ("Sparkle Roll Watch & Jewelry") has entered into the sale and purchase agreement and license agreement with Richard Mille (Asia) Limited on 8 August 2008 to purchase the entire registered capital of Richard Mille (Shanghai) Trading Company Limited, a wholly-owned foreign enterprise at an aggregate cash consideration of HK\$5 million. Under the license agreement, Sparkle Roll Watch & Jewelry has also been granted an exclusive and non-transferable license to use the intellectual property of which consists the "RICHARD MILLE" trademark, brand, logos and designs, in the PRC at a one-time royalty in the amount of HK\$6 million. Upon completion of the acquisition pursuant to the SP agreement, the Directors of the Group intend to commence dealership operations of the "RICHARD MILLE" branded watches in other cities of the PRC starting from Beijing. The license agreement together with the dealership contract as signed on 9 July 2008 shall be effective between 9 July 2008 and 8 July 2013 with an option to be renewed for a period of 36 months at terms to be mutually agreed by both signing parties.

On 9 July 2008, Sparkle Roll Watch & Jewelry entered into the dealership contract with the supplier of the "RICHARD MILLE" branded watches to become the exclusive dealer of the "RICHARD MILLE" branded watches in the PRC.

Mr. Ivan Tong, Chairman of the Group said, "The Group has diversified its business into the distribution of luxury goods to ride on the growth of the luxury goods market in PRC. We consider the dealership of the "RICHARD MILLE" branded watches in the PRC as an ideal business opportunity. The purchase of the trading company expedites our Group's expansion by allowing us to take over the operation immediately and start rolling out the business plan of selling luxury watches in the PRC. This acquisition not only signifies our devotion to this development direction but also could enhance the profitability of the Group in the long run."

"RICHARD MILLE" branded watches are described as futuristic, daring, high-tech and with cutting edge. The technological concepts and materials used are inspired by the Formula 1 racing car technology. The brand has adopted the strongest and lightest materials to produce watches of superb function, accuracy and reliability. With only a 7-year presence on market, "RICHARD MILLE" branded watches have already become one of the popular items at auctions. Prices of the branded watches start from RMB\$400,000 at the least and could go up to RMB\$6,800,000.

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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 goods in the PRC including dealerships of luxury cars-Bentley, Lamborghini and Rolls-Royce in Beijing and the dealership of "RICHARD MILLE" branded watches in the PRC.

About Richard Mille (Shanghai) Trading Company Limited

Richard Mille (Shanghai) Trading Company Limited was established in the PRC and is principally engaged in the retail, wholesale and import/export of watches in the PRC. It currently operates a retail shop for "RICHARD MILLE" branded watches in Shanghai, the PRC and holds the lease of the said retail shop.

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