

**Jade Dynasty Announces
First 26 Episodes of “Shen Bing Kids” Will Be Rebroadcasted
On CCTV Children Channel on 10 November 2007**

**Warmly Embraced by Children Audiences in PRC
The “Shen Bing Kids” Wave is Heating Up**

(Hong Kong, 6 November 2007)—**Jade Dynasty Group Limited** (“Jade Dynasty”/ “the Group”) (HKSE code: 970), the emerging leading animations studio in the PRC, announced that the first 26 episodes of “Shen Bing Kids”, an animated TV series co-created and co-produced with China Central Television (“CCTV”), will be rebroadcasted on CCTV Children Channel during the “Galaxy Theatre” time slot at 8:30 pm from 10 November 2007 onwards.

The first 26 episodes of “Shen Bing Kids” already premiered on 4 October 2007 during the Golden Week and finished on 6 November 2007. Upon CCTV's latest broadcasting scheduling, the first 26 episodes will be rebroadcasted from 10 November onwards. This arrangement not only helps maintaining the bandwagon of “Shen Bing Kids” in PRC, but also strategically complement the Group's marketing plan for the animated TV series and its derivative products. The rebroadcast will greatly boost the derivative products effect of “Shen Bing Kids” and thus drive up the sales of its audio-visual products, animations-derived comics books and derivative products.

“Shen Bing Kids” has made a new high viewing record among programs recently shown at the 4:30 pm time slot on CCTV Children Channel on the day of its debut. Its audience rating was almost 7 times of that of the program shown at the same time slot on the previous day, lifting the place of Children Channel from 18th to 11th of the audience rating rank as to 4:30 pm time slot among all channels under CCTV, which is a remarkable achievement. Following closely the vigor stemmed from the premiere, the rebroadcast could further drum up the fad of “Shen Bing Kids” through impression consolidation along the integration into the lives of the children audiences in PRC.

Mr. Wan Siu Lun, Chairman of the Group said, “We are very glad that ‘Shen Bing Kids’ has recorded excellent audience rating in PRC, which proves the fact that ‘Shen Bing Kids’ is well-received by animations lovers and children audiences in PRC. CCTV's rebroadcast arrangement favors the sales of the derivative products of ‘Shen Bing Kids’. It is believed that both audience rating and the derivative products effect can be enhanced when the two complement each other. We are also actively lobbying CCTV to broadcast the first 26 episodes of ‘Shen Bing Kids’ on its other channels as soon as possible to gain maximum exposure.”

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To further raise the audience rating of "Shen Bing Kids", the Group has organized various promotional activities prior to the upcoming rebroadcast, including but not limited to using the official website of CCTV and about 20 newspapers in PRC for publicity purposes, in hope of striking another impressive viewing record.

About Jade Dynasty Group Limited (HKSE Code: 970)

Jade Dynasty Group Limited is the emerging leading animations studio in the PRC. Its local market share in terms of sales of Chinese home-grown comics and Japanese translated comics in Hong Kong is over 50%. The Group owns more than 100 comics titles and has accumulated over 10 years experience in the comics industry. Currently, the Group publishes 11 home-grown comics titles on a weekly, bi-weekly or monthly basis and an average of 30 volumes licensed comics titles from Japan on a monthly basis. Also, the Group sells its comics titles in 14 countries, which have been translated into 10 languages. The Group and CCTV entered into the Joint Investment Production Agreement of Animated TV Series on 9 March 2006 for the animated TV series titled "Shen Bing Kids". It becomes the first animations enterprise outside the PRC cooperating with CCTV since the SARFT's issuance of "Comments on Developing Country's Film, Television and Animations Industry" in 2004. "Shen Bing Kids" is a 52-episode animated TV series co-adapted from the Group's home-grown comics "The Weapon" and co-created and co-produced by CCTV and Jade Dynasty. Broadcast of the first 26 episodes of "Shen Bing Kids" finished on 6 November 2007 on CCTV Children Channel and will be repeated on the same channel from 10 November 2007 onwards. The second 26 episodes are to be shown during the Spring Festival of year 2008. In November 2006, the Group acquired 51% interest of Dragon Animation Limited to produce animated series using the figure of world-famous film star Jackie Chan. The production of the first 26 episodes of such animated series will be completed in 2008. For sustainable animations development in the Chinese community, the Group entered into a formal sale and purchase agreement in respect of the acquisition of the controlling interest of Hongying Group in August 2007. Such acquisition was approved in a Special General Meeting on 20 September 2007 and will be completed shortly. Upon such, the Group can produce and launch its own home-grown animations titles in form of domestic animations.

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