



**Jade Dynasty Announced
Change of Company Name to “Sparkle Roll Group Limited” as
Approved by Shareholders at the SGM**

Dedicated to Exploring the Luxury Goods Market in the PRC

(Hong Kong, 26 August 2008)—**Jade Dynasty Group Limited** (“Jade Dynasty”/ “the Company”)(HKSE code: 970) announced that the special resolution regarding the change of name of the Company from “Jade Dynasty Group Limited” to “**Sparkle Roll Group Limited**” and the adoption of new Chinese name was passed at the Special General Meeting held on 26 August 2008. The adoption of new name of the Company is subject to the approval of the Registrar of Companies in Bermuda.

The purpose of changing the company name is to showcase the Company's brand new corporate image and to reveal its new direction of developing the luxury goods market. The Company's new name, “Sparkle Roll Group Limited”, signifies a sparkling future and rapid expansion. Set in an elegant and graceful font type, the first letter “S” from the word “Sparkle” of the Company's new name was adopted in the new logo to represent the Company. Using the Roman pillars as blueprint, the stripes behind the letter “S” imply the Company's development into a kingdom of luxury brands in the future. The use of bright red and golden yellow as the theme colors symbolizes auspiciousness, decency and prosperity.

Mr. Ivan Tong, Chairman of the Company said, “The Company is very excited about the new direction of business development. Riding on the huge potential of the luxury goods market in the PRC, the Company is prepared and will seize the enormous business opportunities derived from the booming market. We have completed the acquisition of 4 dealerships including 3 top-notch luxury car brands and 1 super deluxe watch brand, and will continue to explore the retail business of diversified luxury goods in the PRC in order to consolidate its leading position as a luxury goods dealer in the PRC as well as to enhance its profitability in a long run. On top of it, the Company adopts twin-line strategy of also leveraging on its existing role as an emerging leading animations studio in the PRC.”

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



Chairman, Mr. Tong Kai Lap (left), and Deputy Chairman and Chief Executive Officer, Mr. Zheng Hao Jiang (right) of Jade Dynasty Group Limited with a paperboard displaying the Company's new logo and new name.

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