

**Jade Dynasty Announces  
Satisfactory Sales Performance of Comics and Derivative Products  
in the 2007 9<sup>th</sup> Ani-Com Hong Kong**

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**Will Participate in the 1<sup>st</sup> Ani-Com & Games Expo in Guangzhou**

(Hong Kong, 2 August 2007)—**Jade Dynasty Group Limited** ("Jade Dynasty"/ "the Group") (HKSE code: 970), the emerging leading animations studio in the PRC, announced that its comics and derivative products achieved satisfactory sales performance in the 2007 9<sup>th</sup> Ani-Com Hong Kong/ 4<sup>th</sup> Hong Kong Game Fair ("Ani-Com HK" / the "Festival"). During the Festival, the Group launched various Chinese home-grown comics and translated Japanese comics including "Chuang Shi Shen Bing" (《創世神兵》), the new masterpiece of the Group's Chief Creative Officer Dr. Tony Wong, and "Rock'n Zero Love Blog" (《Rock'n Zero 愛情日誌》) created by a new and emerging comics artist, etc. Jade Dynasty also relaunched the classic comics "Xiao Mo Shen" (《小魔神》) to recall the collective memories of comics lovers. First appearance comics-derived products including portrait figures, posters, apparel and educational toys were well-received. Chinese home-grown comics and translated Japanese comics that recorded the highest sales volume was "Chuang Shi Shen Bing" and "Qing Tou Da Gen" (《青頭大根》) respectively, while the best-selling product went to the 10-inch portrait figure of "Huo Yun Xie Shen" (《火雲邪神》). In order to proactively tap into the comics and animations market in the PRC, the Group will participate in the 1<sup>st</sup> Ani-Com & Games Expo in Guangzhou.

**Mr. Ivan Tong, Chairman of the Group** said, "The classic portrait figures of "Dragon Tiger Gate" (《龍虎門》) have long been very popular. Its sales performance was also satisfactory this year, of which the 10-inch portrait figure of "Huo Yun Xie Shen" has already been fully reserved before its first launch in the Festival. Various limited-edition products were sold out during the five-day Ani-Com HK. This satisfactory sales record was really encouraging. The total number of arrivals of the Festival achieved record high this year mainly because the organizer has prolonged the opening hours in order to allow working people to visit the Festival after work. This initiative contributed positively to our sales growth."

In view of the success of Ani-Com Hong Kong, the Group will take part in the 1<sup>st</sup> Ani-Com & Games Expo in Guangzhou from 3 to 7 October 2007. This expo is organized by The Administration of Press, Publication, Radio and Television of Guangzhou Municipality and is the largest Ani-Com expo in the south China region. The expo not only encourages cultural exchange but also provides valuable opportunity for exhibitors to tap into the PRC market. **Mr. Ivan Tong** continued,

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"Although the development of the comics and animations industry in Hong Kong surpasses that of the PRC, the comics and animations industry in the PRC has been growing vigorously in recent years, bringing enormous business opportunities to us. We will therefore eye on the PRC market and actively expand into the comics and animations market there."

**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 overseas animations enterprise cooperating with CCTV. "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. The production of all the 52 episodes has been completed and its contents have been amended in accordance with the comments of the State Administration of Radio, Film and Television ("SARFT"). The Group is waiting for the final regulatory procedures and approval from the SARFT for broadcasting the 52 episodes, after which is subject to final broadcasting scheduling of CCTV. 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 framework agreement in May 2007 to propose the acquisition of the controlling interest of Hongying Group. Upon completion of the acquisition, the Group can produce and launch their own home-grown animations titles in form of domestic animations.

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