

**Jade Dynasty Announces
The Whole 52-episode "Shen Bing Kids"
One-Offly Obtained Distribution Licence for Animations
From the State Administration of Radio, Film and Television
First 26 Episodes to be broadcasted in or around October 2007**

(Hong Kong, 6 September 2007)—**Jade Dynasty Group Limited** ("Jade Dynasty"/ "the Group") (HKSE code: 970), the emerging leading animations studio in the PRC, announced today that as informed by China Central Television ("CCTV"), the distribution licence for animations from the State Administration of Radio, Film and Television ("SARFT") (「由國家廣播電影電視總局發出之動畫片發行許可證」) for broadcasting the whole 52 episodes of "Shen Bing Kids", an animated TV series co-created and co-produced by CCTV and Jade Dynasty has been received by CCTV. Subject to the final broadcasting scheduling of CCTV, the first 26 episodes of "Shen Bing Kids" are expected to broadcast in or around October 2007. "Shen Bing Kids" will be premiered on CCTV, reaching 1.3 billion populations in the PRC including 370 million of child audience. Audio-visual products, animations-derived comics books and derivative products of "Shen Bing Kids" will be launched during the premiere of the first 26 episodes. This is expected to generate substantial revenue to the Group.

Mr. Ivan Tong, Chairman of the Group said, "We are very glad that the whole series of "Shen Bing Kids" has one-offly obtained the distribution licence for animations from the SARFT during the 10th anniversary of Hong Kong's return to China. Pursuant to the requirements under the "Comments on Developing Country's Film, Television and Animations Industry" issued by the SARFT in April 2004, we become the first overseas animations enterprise to cooperate with CCTV as a significant milestone in becoming the leader in the Chinese community's comics and animations industry. In addition to maximizing the economic benefits to our stakeholders, it is also our social responsibility to our country by creating and producing quality animations with educational contents for the children in the PRC which can be viewed for generations."

After premiering the whole series of "Shen Bing Kids" on CCTV, "Shen Bing Kids" will be rebroadcasted in other channels of CCTV, as well as other TV stations in and outside the PRC. This arrangement is expected to enhance the popularity of the derivative products of "Shen Bing Kids".

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The Group has further cooperated with China International Television Corporation, the wholly owned subsidiary of CCTV, authorizing it the exclusive TV broadcasting and distribution rights to areas in the PRC (excluding Hong Kong, Macau and Taiwan) and outside the PRC (including Hong Kong, Macau and Taiwan) as well as the production and distribution rights of AV products such as VCD/DVD of the animated TV Series in the PRC and outside the PRC. In addition, the Group has also authorized Shanghai People's Fine Arts Publishing House, which has already obtained the approval from the General Administration of Press and Publication of the PRC, to publish animations-derived comics books of "Shen Bing Kids". A total of 26 volumes of the comics books derived from the 52-episode "Shen Bing Kids" will be published and sold widely in the PRC, Hong Kong, Taiwan, Singapore, etc. With positive market response, the Group has been actively identifying suitable brand licensors to commission the licensing rights of animations characters to toy, apparel, premium, stationery, food and beverage manufacturers to produce derivative products of "Shen Bing Kids". Apart from mainland China, the derivative products of "Shen Bing Kids" will also be sold in South-East Asia, Japan, Europe and other overseas markets. Further press releases will be made once such reputable licencees are secured.

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 whole 52-episode "Shen Bing Kids" has already obtained the distribution licence for animations from the SARFT (「由廣電總局發出之動畫片發行許可證」). Subject to the final broadcasting scheduling of CCTV, the first 26 episodes of "Shen Bing Kids" are expected to broadcast in or around October 2007. 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 its own home-grown animations titles in form of domestic animations.

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