

**Jade Dynasty Announces  
First 26 Episodes of "Shen Bing Kids" Will Premiere  
On CCTV Children Channel on 4 October 2007 during the Golden Week  
Licensing Guangzhou Toys & Wonder Ltd to Produce "Shen Bing Kids"  
Toy Series**

(Hong Kong, 27 September 2007)—**Jade Dynasty Group Limited** ("Jade Dynasty"/ "the Group") (HKSE code: 970), the emerging leading animations studio in the PRC, announced today that the first 26 episodes of "Shen Bing Kids", an animated TV series co-created and co-produced with China Central Television ("CCTV"), will premiere on CCTV Children Channel at 4:30 pm on 4 October 2007, with each episode spanning half an hour. The whole 52-episode "Shen Bing Kids" was one-offly granted the distribution license 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」) and was approved of national broadcast in early September 2007. The second 26 episodes of "Shen Bing Kids" are expected to broadcast during the Spring Festival of year 2008.

The National Anniversary starting from 1 October will create a sweeping bandwagon for the debut of "Shen Bing Kids". It will be broadcasted every day throughout the Golden week to attain the best audience ratings. The Group will grab this valuable opportunity by simultaneously launching its audio-visual products, animations-derived comics books and derivative products to further drum up the "Shen Bing Kids" fad and strengthen the commodity effect.

**Mr. Ivan Tong, Chairman of the Group** said, "We are very glad that 'Shen Bing Kids' can make its debut on the second-to-none TV channel in the PRC-CCTV to the 1.3 billion populations in the territory including 370 million of children audience. 'Shen Bing Kids' is the aggregation of the era-defining co-operation between CCTV and our Group as well as our concerted efforts and creativity. As the first animations enterprise outside the PRC to co-operate with CCTV since the SARFT's issuance of "Comments on Developing Country's Film, Television and Animations Industry" in 2004, our Group is a huge step closer to our goal of becoming the leader in the Chinese community's comics and animations industry with the launch of 'Shen Bing Kids'. Given a wide range of marketing strategies in place, 'Shen Bing kids', which is of originality and high-quality production, can definitely win the hearts of the animations fans in the PRC and shine with success. "

~Page 1 of 3~

"Shen Bing Kids" will be broadcasted from Monday to Friday during the same period on Children Channel from the end of Golden Week onwards. After the debut of the entire series, "Shen Bing Kids" will be repeatedly broadcasted on Children Channel and other CCTV channels to sustain the popularity of "Shen Bing Kids" and help promote its derivative products through integrating "Shen Bing Kids" into the lives of the children audiences. "Shen Bing Kids" will also make its presence on other TV channels inside and outside the PRC in a bid to tap into the overseas market.

The Group has licensed Guangzhou Toys & Wonders Ltd to produce various toys by using "Shen Bing Kids" characters, such as robots, role-play puppets and cotton-stuffed dolls, etc, which will be sold across the PRC by wholesale and retail selling. Besides, the Group has been actively identifying suitable brand licensees to commission the licensing rights of animations characters to apparel, premium, stationery, food and beverage manufacturers to produce derivative products of "Shen Bing Kids" and the market response is favorable.

The Group has further authorized China International Television Corporation, the wholly owned subsidiary of CCTV, the exclusive TV broadcasting and distribution rights of "Shen Bing Kids" in the PRC (excluding Hong Kong, Macau and Taiwan) and areas 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 inside 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" in the PRC. A total of 26 issues 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.

"Shen Bing Kids" is CCTV's first animations co-produced with an animations enterprise outside the PRC since the SARFT's issuance of "Comments on Developing Country's Film, Television and Animations Industry" in 2004. It is also the first time for CCTV to employ stereo movie production and to inject educational elements into a knight-errant animations. "Shen Bing Kids" is adapted into a "cute-version" animations from "The Weapons", a home-grown comics of the Group. It is characterized by the themes of family and friendship and native dubbing in Beijing.

~Page 2 of 3~

**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. 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」). The first 26 episodes of "Shen Bing Kids" will premiere on 4 October 2007 while 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 is to be completed by November 2007. Upon such, the Group can produce and launch its own home-grown animations titles in form of domestic animations.

~End~