

Jade Dynasty Announces Chief Creative Officer Dr. Tony Wong Obtained “Ten Outstanding Designers Awards 2007”

(Hong Kong, 5 August 2007) -- **Jade Dynasty Group Limited** (“Jade Dynasty”/ “the Group”) (HKSE code: 970), the emerging leading animations studio in the PRC, today announced that Dr. Tony Wong, Chief Creative Officer of the Group, obtained the “Ten Outstanding Designers Awards 2007” conferred by the Hong Kong Communication Art Centre on 4 August 2007 in recognition of his prominent performance and contributions in graphic design. Dr. Wong was the first award winner who came from the comics industry, justifying his adorable and influential position in the industry.

Mr. Ivan Tong, Chairman of the Group said, “Dr. Tony Wong is the representative figure of the comics industry. In the past 40 years, he has created many famous masterpieces like “Dragon Tiger Gate” (《龍虎門》) and a whole series of “Tian Zi Chuan Ji” (《天子傳奇》) with his unique comics style. Led by Tony, Hong Kong comics industry has entered into a golden era. “The Weapon” (《神兵玄奇》) created in 1999 stirred up a storm of mini weapon toys along with comics-derived products in Asian countries. Now, “The Weapon” has been co-adapted by CCTV and the Group into a cute-version animated TV series “Shen Bing Kids” (「神兵小將」) and will be broadcasted throughout the PRC where there are 1.3 billion populations. The accomplishments of Tony in comics design facilitate local comics and animations industry to successfully tap into the PRC market. All of these accomplishments underscore his remarkable contributions to the comics and animations industry.”

Dr. Tony Wong, Chief Creative Officer of the Group said, “It’s my great honor to obtain the award. There are wide rooms for development and abundant supply of resources and talents brought about by the enormous comics and animations market in the PRC. Therefore, we must expand into the PRC market in order to promote Hong Kong’s animations and comics. The animated TV series “Shen Bing Kids”, which was co-created and co-produced by CCTV and the Group, laid a solid foundation for our business expansion in the PRC market. The production of another animated TV series that using the figure of Jackie Chan is expected to complete by 2008. Apart from the PRC as well as Southeast Asian countries, we are also planning to promote this animated TV series to the international market.”

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The "Ten Outstanding Designers Awards 2007" was organized by the Hong Kong Communication Art Centre, which aims to recognize and honor designers with outstanding performance in the industry, to stimulate designers to work towards personal career goals and contribute to the industry as well as to encourage active participation in community service and assumption of social responsibility among designers. There are five professional categories of the election, including graphic design, fashion design, spatial design, product design and new media. The panel of judges comprises of authoritative professionals to ensure the credibility and representation of the election. All winning entries will be showcased during the Hong Kong Arts & Design Festival 2007 at the Hong Kong Convention and Exhibition Centre from 3 to 6 August 2007.

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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