

Jade Dynasty Announces Chief Creative Officer Mr. Tony Wong obtained “World Outstanding Chinese Award” and Honorary Doctoral Degree from University of New Castle

(Hong Kong, 16 July 2007) -- **Jade Dynasty Group Limited** (“Jade Dynasty”/ “the Group”) (HKSE code: 970), the largest and only listed comics publisher and animations producer in Hong Kong, proudly announces that Mr. Tony Wong, Chief Creative Officer of the Group, obtained “World Outstanding Chinese Award” conferred by the World Outstanding Charity Foundation on 13 July 2007, recognizing his prominent accomplishments and great contributions in the animations and comics industry in the Chinese community. In the meanwhile, Mr. Wong was also conferred an Honorary Doctoral Degree by the University of New Castle, USA. The conferment underscored his significant contributions in promoting cultural education and nurturing talents.

Mr. Ivan Tong, Chairman of the Group said, “Indubitably, Dr. Wong is dedicated to pioneering the animations and comics industry in the Chinese community. From introducing the image design of Japanese comics to establishing the global first Chinese comics website, his eminent accomplishments are highly appraised. Dr. Wong not only takes an active role in facilitating comics development in the Chinese community, but also fulfils his social responsibility to contribute to our motherland. We have co-created and co-produced our first animated TV series “Shen Bing Kids” with China Central Television (“CCTV”). “Shen Bing Kids” comprises rich elements of education and national consciousness to positively convey to the young generations.”

Dr. Wong's accomplishments and contributions in the animations and comics industry in the Chinese community are widely recognized by the academia. Apart from being appointed as the Chairman of the Hong Kong Comics and Animation Federation Limited (formerly called Hong Kong Comics Federation Limited) since 1999, he was invited by the Animations Academy of Beijing Film Academy in 2004 and Taiwan Ling Tung University in 2005 to be the Visiting Professor and Honorable Professor. He was later appointed as the Honorary Visiting Professor of the Animations Department of Art College by Sichun University in 2006. Capitalizing on Dr. Wong's rich experiences, professional expertise and high creative capability, more and more high quality creative talents will be nurtured in the PRC.

Mr. Ivan Tong, Chairman of the Group concluded, “While we are thrilled about Dr. Wong's accomplishments, we must not forget his tremendous efforts and steadfast determination behind. His passion and persistence in animations and comics creation motivates him to strive for excellence at all times. Dr. Wong is definitely a very good role model of the young generations.”

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"World Outstanding Chinese Award" was established by the Federation of World Outstanding Chinese and World Outstanding Charity Foundation, which aims at recognizing the contributions of the Chinese to the Chinese societies around the globe. The award is a justification of awardees who have significant contributions in the modernization of China or the society, or outstanding accomplishments in education, academic research, profession or industry. Awardees not only have outstanding accomplishments in their professions and are widely recognized, but are also devoted to contributing to the society.

About Jade Dynasty Group Limited (HKSE Code: 970)

Jade Dynasty Group Limited is the largest and only listed comics publisher in Hong Kong. Its local market share in terms of sales of Chinese home-grown comics and Japanese translated comics 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 9 home-grown comics titles on a weekly, bi-weekly or monthly basis and an average of 25 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 animations titles in form of domestic animations.

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