

**Jade Dynasty Group Limited Announces  
The Launch of Partnership with Shanda's Digibook  
And "The Eagle-shooting Heroes Comics"(漫畫射鵰英雄傳)  
based on its novel written by Jin Yong(金庸)**

(Hong Kong, 5 October 2005) **Jade Dynasty Group Limited** ("Jade Dynasty" / "the Group") (HKSE code: 970), Hong Kong's largest and only listed comics publisher announced that its online publisher subsidiary, Kingcomics.com Limited, through the partnership with Shanda's Digibook, releases the Group's comics online to the online-paid platform of Shanda's Digibook. Meanwhile, the Group also expects "The Eagle-shooting Heroes Comics" launched on 20 September 2005, produced by the Group's Chief Creative Officer Mr. Tony Wong, will create a hype among comics lovers.

**Mr. Ivan Tong**, the Chairman of the Group, said, "I am very pleased to work with Shanda's Digibook. We believe that its online-paid platform and huge subscriptions will further enhance the Group's popularity, enable us to expand our presence to the demographics of its 45 million readers and consolidate our leading position in China's animations and comics markets. Moreover, "The Eagle-shooting Heroes Comics" is the Group's recent focus. The series is based on the original novel by Jin Yong which combines the essence of tradition Chinese culture and modern creative ideas, bringing a breakthrough to the local comics industry."

Shanda's Digibook, a new generation multi-media publishing joint venture platform of Shanda Network Company Limited and Triworks Computer Telecommunications Technology (Shanghai) Company Limited ("Triworks"), is officially kicked off during the 7<sup>th</sup> Shanghai Animation and Comic Exhibition 2005. The core content of Shanda's Digibook is the online access of comic books from Jade Dynasty, of which are available for 45,000,000 subscribers at RMB\$0.5 per comic book.

The Group's Chief Creative Officer Mr. Tony Wong, Mr. Jin Pang, Vice President of Shanda and Mr. Leung Kong, Chief Executive Officer of Triworks were also the guests of the Launch Ceremony held at the Shanghai Oriental Pearl International Exhibition Centre, showing Mr. Wong's prominent role in Mainland's comics industry.

In addition, Jade Dynasty has released "The Eagle-shooting Heroes Comics" on 20<sup>th</sup> September. The plot is based on a famous novel titled "Eagle-shooting Heroes" written by Mr. Jin Yong and edited by Mr. Tony Wong, this masterpiece is a composition of entertainment and Chinese culture, while comic, as always, is a powerful instrument to bring thrilling story and vivid characters to life. As this comic series gives readers a fresh feeling and is able to keep its originality, the Group expects the new comics will be well-received, leading the Group to another high.

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**About Jade Dynasty Group Limited**

Jade Dynasty Group Limited is the largest and only listed comic publisher in Hong Kong. Its local market share in term of sales of Chinese home-grown comics is over 50%. The Group owns more than 100 comic titles and accumulated over 10 years experience in the comics industry. Currently, the Group publishes 7 home-grown comics titles on weekly basis and an average of 25 volumes licensed comics titles from Japan on monthly basis. Also, the Group has sold its comics in 14 countries and translated into 10 languages.

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