

**Jade Dynasty Announces  
Mr. Tony Wong Represents Hong Kong  
To Attend the Grand Ceremony of OACC 2005 Animation & Comic  
in the PRC**

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**Leading the Industry Development with His Professionalism  
Facilitating the Cultural Exchange Between Hong Kong & PRC**

(Hong Kong, 9 November 2005) ----- **Jade Dynasty Group Limited** ("Jade Dynasty" / "the Group") (HKSE code: 970), the largest and only listed comics publisher in Hong Kong, announced that its Chief Creative Officer Mr. Tony Wong will be attending the Grand Ceremony of OACC 2005 Animation & Comic in Chinese held at the Great Hall of the People in Beijing from 9<sup>th</sup> November to 11<sup>th</sup> November in the capacity of the Chairman of The Hong Kong Comics and Animation Federation Limited. As the "Hong Kong's King of Comics" and the Chairman of The Hong Kong Comics and Animations Federation Limited, Mr. Wong will deliver a speech on "How does Hong Kong animations open up the PRC market" at the 2<sup>nd</sup> OACC Chinese Animation & Comic Forum. Mr. Wong will take this opportunity to have an in-depth exchange with Animations & Comics practitioners and partner with them in fostering the animations & comics development in the PRC. At the same time, Mr. Tony Wong will also attend the 2<sup>nd</sup> Golden Dragon Award Original Animation & Comic Competition as the guest of honour and prize presenting guest.

**Mr. Ivan Tong**, Chairman of the Group said, "Mr. Tony Wong's contribution to the development of animation & comics in Hong Kong and the PRC has always been highly recognized. Being the only invitee from Hong Kong underscores Mr. Wong's leading role in the animations and comics industry. Our group will grasp the enormous development opportunities of the Animations & Comics industry in the PRC. This event will surely enhance the Company's popularity and will pave the way for the Group to tap into the PRC market."

According to the Analysis and Investment Consulting of Animation Industry in PRC(中國動漫產業投資者諮詢報告), about 268,000 minutes were in demand in the animations & comics market in the PRC in 2004. However the total production volume of animations was only 29,000 minutes, and in other words 230,000 more minutes were undersupplied to meet with the huge demand. The CINIC(中國產業經濟信息網) pointed out that the production revenue for 230,000 minutes values approximately RMB3.75 billion per year and the revenue derived from peripheral products reaches RMB11.25 billion. The total market size will reach RMB20 billion including RMB5 billion revenue derived from international broadcasting. The production value is expected to reach over RMB100 billion in the PRC in three years of time.

The Grand Ceremony of OACC 2005 Animation & Comic in Chinese is a prominent annual event in the PRC animations & comics industry. The event is jointly organized by Department of Comics - the Chinese Research Institute for Oriental Culture, Comicfans, National Centre for developing animation, cartoon and game industry, China Animation Association, Beijing Film Academy - Animation Academy and the Faculty of Design of the Central Academy of Fine Arts. It drives the prosperous development of the original animations & comics in the PRC, serving as a fundamental platform for the growth of animations artists, and at the same time, enhances the exchange of international animations culture.

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The Grand Ceremony comprises of the 2<sup>nd</sup> Golden Dragon Award Original Animation & Comic Competition Prize Presentation and the 2<sup>nd</sup> OACC Chinese Animation & Comic Forum. Mr. Tony Wong is invited as the guest of honour, prize presenting guest and speaker. With his extensive experience, Mr. Wong exchanges ideas with animation experts from Hong Kong, Taiwan and the PRC. Other speakers are dominant individuals in the industry including Mr. Sun Li Jun, Head of Animation Faculty of the Beijing Film Academy; Mr. Li Jian Ping, Director of Animation Department, CCTV, Mr. Liang Gang, Chief Executive of Triworks Computer Telecommunications Technology (Shanghai) Company Limited, as well as famous Taiwanese comic artist Mr. Gao Yong.

**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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