

**Jade Dynasty Group Limited Announces
Interim Results For The Six Months Ended 30 September 2005
Turnover Reached HK\$54.5 Million
Net Profit After Tax and Minority Interest Increased by 213% To HK\$7.3 Million**

(Hong Kong, 20th December 2005)--- **Jade Dynasty Group Limited** ("Jade Dynasty" / "the Group") (HKSE code: 970), the largest and only listed comics publisher in Hong Kong, today announced its interim results for the six months ended 30 September 2005. The Group recorded an unaudited turnover of HK\$54,500,000, (2004: approximately HK\$64,100,000) down 15% as compared to the corresponding period last year. Turnover from its comics publication and related business remained steady as HK\$53,900,000 (2004: approximately HK\$55,000,000). During the period, the Group recorded net profit after tax and minority interest of approximately HK\$7,300,000, up 213% as compared to the corresponding period last year (2004: approximately HK\$2,335,000). Basic earnings per share was 1.0 HK cent (2004: 0.3 HK cent).

In view of the satisfactory financial performance during the period, the Board of Directors has declared an interim dividend of 0.2 HK cent per share for the six months ended 30 September 2005. This is the first dividend payout since the injection of comics publication and related business in 2004.

Mr. Ivan Tong, the Chairman of the Group said, "The decrease in turnover for the interim results comparing to the corresponding period last year was due to the disposal of catering business. In fact, during the period, there was a steady development in both comics publication and multimedia development businesses."

"Our first animations project was the co-production project with China Central Television (CCTV) in the animated TV series 'Shen Bing Kids', which is adapted from the original comics 'The Weapon' with inclusion of educational contents for children. The 'cute version' of the TV series is expected to be firstly broadcasted on CCTV in the second quarter of 2006 that targets 1.3 billion audiences, in particular about 370 million children in the PRC. It is expected to create a hype in the PRC."

In the aspect of local comics publication, as the pioneer of the local comics industry, the Group launched a new comics book titled "Thunder II" which was created by the Chief Creative Officer, Mr. Tony Wong as well as a new Japanese comics series titled "CAPETA" as a focus during the Comics Festival this year. In addition, a series of daily products with comic-character designs were also launched during the festival. Based on the famous original novel by Jin Yong, the Group also launched "The Eagle-shooting Heroes Comics" created by Mr. Tony Wong during the period under review. It was a breakthrough in the Hong Kong comics industry.

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During the period under review, the Group's online subsidiary Kingcomics.com Limited signed a partnership with Triworks Computer Telecommunications Technology (Shanghai) Company Limited to launch its comics online. Through the partnership, Kingcomics.com receives royalty fee from Triworks and releases the online version of Jade Dynasty's comics to 45 million paid subscribers of Shanda Digibook platform of Shanda Interactive Entertainment Limited online reading system, the largest online game company in the PRC.

Led by the substantial development and consumer growth of the PRC's economy, the comics and animations market in the PRC expand rapidly. 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' time.

The Group will grasp the enormous development potential of the comics and animations market and the business potential brought by the relaxation of policy after the entry into the WTO in the PRC, actively develop its comics and animations business and further expand its readership, and eventually pave the way for becoming the market leader in the Chinese community.

About Jade Dynasty Group Limited

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 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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