

**Jade Dynasty Announces
The Appointment of Mr. Zhang Lichen
As Non-executive Director
And Audit Committee Member**

(Hong Kong, 3 January 2006)—**Jade Dynasty Group Limited** ("Jade Dynasty" / "the Group") (HKSE code: 970), the largest and only listed comics publisher in Hong Kong, announced today the appointment of Mr. Zhang Lichen ("Mr. Zhang") as non-executive director of the Group and a member of the audit committee of the Group with effect from 3 January 2006.

Mr. Ivan Tong, the Chairman of the Group said, "we are very pleased to welcome Mr. Zhang to our Board of Directors. His strong China experience especially in Beijing in diversified business areas including financial advisory and multi-media business development will complement the collective experience of our board. We look forward to drawing upon his invaluable insight to in line with our extensive business plan especially when we embark on our PRC animations and comics expansion plan."

Mr. Zhang graduated in fine arts from Dartmouth College, Hanover, New Hampshire in United States. He has been working in the areas of financial advisory and multi-media business development in Beijing for more than 7 years before he joined Beijing Binli Holdings Limited in February 2002 and is currently its Managing Director in charge of Bentley and Lamborghini dealership.

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 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 sells its comics titles in 14 countries, which have been translated into 10 languages.

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