

**Jade Dynasty Group Limited Announces
The Launch of a New Edition of the Magical Weapon Series Titled
“Magical Weapon-fore Story 4” (《神兵前傳4》)**

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Continuing the Success of Magical Weapon Series

(Hong Kong, 28 February 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 launch of a new edition of the Group’s highly popular Magical Weapon Series for comics readers, “Magical Weapon-fore Story 4”. The teenagehood of “Lord of Evil” (玄天邪帝) is the main theme of the new edition, of which content is more attractive and comprehensive than the previous three editions. “Magical Weapon-fore Story 4” is another top creation of the Group.

“Magical Weapon-fore Story 4” will be launched on 1 March 2006 as a weekly publication at HK\$14 per volume and will be available at major book stalls in Hong Kong.

Mr. Ivan Tong, Chairman of the Group, said, “Followed by “Magical Weapon-fore Story 3” (《神兵前傳3》), the launch of “Magical Weapon-fore Story 4” is a piece of great news for Magical Weapon Series’ fans. Before releasing this new edition, we have done excellent preparation. The creative team has been very meticulous during the whole production process, from the theme of the story to the development of the plot, aiming to make this new edition not only more innovative, but also better connected with the previous ones. I believe “Magical Weapon-fore Story 4” will outperform the previous three editions and I anticipate that the sales volume will continue to go up. Besides, the 52-episode animated TV series titled “Shen Bing Kids” (「神兵小將」), co-produced with China Central Television, is also based on Magical Weapon Series and has been adapted as a cute version. Coupled with educational elements that are suitable for children’s viewing, the first 26 episodes are expected to be shown in China very soon. It is believed that the audience and reader base of the Magical Weapon Series will be further extended to children.”

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The theme of “Magical Weapon-fore Story 4” originates from the exploration of popular and significant characters in the world of Magical Weapon Series by scenarists. To uncover the characters’ lives and make them come alive, the scenarists have created a new plot development for the new edition using the clues left in the previous stories. Under the scenarists’ careful selection, the youth life of “Lord of Evil” has been finally chosen as the skeleton of the story.

Scenarist Mr. Chung Ying Wai, who has participated in creating the previous two editions, is also the creator of “Lord of Evil”. With the participation of Mr. Chung, added by the rich imaginative elements of Mr. Wong Yuk Long, the Group’s Chief Creative Officer, the main character “Lord of Evil” will be more fascinating, vivacious and lively.

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 comics 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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