

Jade Dynasty Announces The Co-produced Animated TV Series "Shen Bing Kids" Will Soon Be Launched On CCTV

(Hong Kong, 9 March 2006) — **Jade Dynasty Group Limited** ("Jade Dynasty"/ "the Group") (HKSE code: 970), the largest and only listed comics publisher in Hong Kong, announced today that the Group and China Central Television ("CCTV") entered into the Joint Investment Production Agreement of Animated TV Series (the "Agreement") on 9 March 2006 for the co-production of an animated TV series titled "Shen Bing Kids".

Pursuant to the Agreement, the Group is responsible for the pre-production and production of "Shen Bing Kids" while CCTV is responsible for the post-production. Copyrights of the animated TV series and its derivative products will be jointly owned by Jade Dynasty and CCTV. After broadcasting the animations through CCTV Channel One, VCD/DVD products, animations-derived comics books and derivative products will be launched, which is expected to generate substantial revenue to the Group.

For the sales and distribution of derivative products, CCTV will be responsible for VCD/DVD products in the PRC market (excluding Hong Kong and Macau) while the Group will be responsible for animations-derived comics books, licensing of animations characters to toys, apparels, premiums, stationery, food and drink manufacturers, broadcasting of "Shen Bing Kids" in other TV stations in and outside the PRC as well as VCD/DVD products outside the PRC. Each party will bear its own cost for the above activities.

Mr. Ivan Tong, Chairman of the Group, said, "We are proud to be the first and only overseas animations enterprise cooperating with CCTV to co-produce 'Shen Bing Kids'. We enjoy the same policy treatments as other domestic animated TV series production. This demonstrates our leading and strong position in the comics and animations industry in the PRC. We are confident that this animated TV series will be loved by animations fans in the PRC, given that it features love and friendship and that casts are with original voice dubbing in Beijing."

In order to enjoy the same policy treatments as domestic animations enterprise, animated TV series produced must fulfill the "Six China" requirement set out by the State Administration of Radio Film and Television ("SARFT"). It includes "Chinese Characteristics", "Chinese Stories", "Chinese Images", "Chinese Style", "Chinese Manners" and "Chinese Spirit".

Subject to final regulatory procedures, approvals and consents by CCTV and the SARFT and final broadcast scheduling of CCTV, the first 26 episodes of "Shen Bing Kids", which is based on the Group's home-grown comics titled "The Weapon", will be broadcasted from 1 May 2006 onwards (i.e. PRC Labour Holidays).

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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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