Media contacts
JOVIAN Financial Communications Ltd
Angel Y Y Yeung / Eunice Lai
Tel : +852 2581 0168
Fax: +852 2854 2012
Email : eunice.lai@joviancomm.com

Jade Dynasty Announces
The Launch of A New Comics Book
"The Deer and the Cauldron — Comics Version"
（ 漫畫鹿鼎記 ）

(Hong Kong, 26 April 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 comics book titled "The Deer and the Cauldron — Comics Version". This new comics book was adapted from Jin Yong (金庸)'s famous knight-errant comics "The Deer and the Cauldron" (《鹿鼎記》) and edited by Mr. Wong Yuk Long, the Group's Chief Creative Officer with Mr. Si Tu Jian Qian's (司徒劍僑) arts creation. In the new comics book, there will be many interesting dialogues apart from the action scenes. The image of the characters will also be altered from masculine to more elegant in order to retain the original's essence and create a new image for Hong Kong comics without purely focusing on actions.

"The Deer and the Cauldron — Comics Version" will be released from April 26, 2006 onwards on a weekly basis and issued every Wednesday priced at HK$14. It will be widely available at major book stalls in Hong Kong.

Mr. Ivan Tong, Chairman of the Group, said, "Dialogues have a very prominent position in the original version of "The Deer and the Cauldron", but if we let the dialogues dominate in the comics, we might risk failing to stand out among various comics stories and cater to the action-oriented trend in Hong Kong comics. However, after several lengthy discussions, Mr. Wong Yuk Long, our Chief Creative Officer decided to go ahead with the new attempt of launching the content-oriented "The Deer and the Cauldron" - Comics Version", adopting both action scenes and amusing dialogues. We especially invited Mr. Si Tu Jian Qiao for arts creation, who is responsible for designing different lively facial expressions and elegant clothing and styling for the characters. For sure, the fight scenes will still be superb and, matching with the funny dialogues, we believe this comics will be able to preserve the appeal of the original."

In this adapted version, the leading character, Wei Xiao Bao(韋小寶), will carry his smartness and loyalty through from the original to this new comics. Besides, the role of Chen Jin Nan (陳近南) will also have deeper interpretation and elaboration so as to contrast his desperate encounters with the happiness of Wei Xiao Bao.

The story of "The Deer and the Cauldron – Comics Version" talks about a man called Wei Xiao Bao who enjoyed helping people with a sense of justice, came to Beijing by chance. He became a fake eunuch and a good friend of the Emperor. Wei's life in the palace was even and smooth. Then, he turned into an apprentice of Chen Jin Nan, leader of Tian Di Hui (天地會)and involved in a series of disputes. At last, Wei was conferred the title of Lu Ding Gong (鹿鼎公) after finding out a treasury.

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 has 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. The Group and China Central Television ("CCTV") entered into the Joint Investment Production Agreement of Animated TV Series on 9 March 2006 for the co-production of an animated TV series titled "Shen Bing Kids". It becomes the first overseas animations enterprise cooperating with CCTV to co-produce animated TV series. Subject to final regulatory procedures, approvals and consents by the State Administration of Radio Film and Television and final broadcast scheduling of CCTV, the first 26 episodes of "Shen Bing Kids" are expected to first broadcast in the second quarter of 2006.

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溢星財經傳播有限公司 JOVIAN Financial Communications Ltd.
香港灣仔港灣道30號新鴻基中心14樓1405-12室 Rooms 1405-12, 14/F Sun Hung Kai centre, 30 Harbour Road, Wanchai, Hong Kong
電話 tel: +852 2581 0168   傳真 fax: +852 2854 2012   電郵 email: jovian@joviancomm.com
www.joviancomm.com   香港 ・ 上海 ・ 深圳 Hong Kong ・ Shanghai ・ Shenzhen