

**Jade Dynasty Announces  
Authorizing Licensing Rights and Promotions  
of the Derivative Products  
of Animated TV Series "Shen Bing Kids"  
to Promotional Partners Worldwide**

\* \* \* \*

**Licensing of Animations Characters will Become  
Another Revenue Source**

(Hong Kong, 27 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 that the Group has authorized the licensing rights and marketing of the derivative products of "Shen Bing Kids", an animated TV series co-produced with China Central Television ("CCTV"), to Promotional Partners Worldwide ("PPW"). It is believed that the licensing of derivative products of the animated TV series will become another revenue source of the "Shen Bing Kids" project apart from the sales and distribution of the animations-derived comics books.

A number of characters in "Shen Bing Kids" will be adapted for various commercial goods including toys, apparels, premiums, stationery, food and beverages. The Group will authorize the production rights of the above-mentioned products and commission PPW to authorize the licensing rights of animations characters to different manufacturers. PPW will also be responsible for the relevant promotions of these merchandises. The Group will charge for royalty fees from licensing the animations characters. It is expected that the licensing of animations characters will generate additional contributions to the Group. Except in mainland China, the derivative products of the animations characters of "Shen Bing Kids" will be sold in South-East Asia, Europe and other overseas markets.

**Mr. Ivan Tong**, Chairman of the Group, said, "We are confident in the animated TV series and therefore we decide to go ahead for producing various derivative products for "Shen Bing Kids". On one hand, the TV series is co-produced with CCTV and will be broadcast throughout China; on the other hand, its exciting and educational contents also comply with the requirements of "Six China" proposed by the State Administration of Radio Film and Television. Therefore, after conducting market research and analysis, we believe the characters in the TV series possess excellent qualities to become popular icons. We consider the derivative products will be able to leverage on the trend of "Shen Bing Kids" upon its TV broadcast in time in order to increase our revenue."

~Page 1 of 2~

Other than the revenue brought by the licensing of animations characters, the rest of the revenue in the “Shen Bing Kids” project largely comes from selling and distributing the animations-derived comics books. Followed by the sales and distribution of VCD/DVD products outside the PRC and broadcasting of “Shen Bing Kids” in other TV stations in and outside the PRC. CCTV will be responsible for the sales and distribution of VCD/DVD products in the PRC market (excluding Hong Kong and Macau).

“Shen Bing Kids” is CCTV’s first animated TV series co-produced with an overseas animations enterprise. Copyrights of “Shen Bing Kids” and its derivative products will be jointly owned by Jade Dynasty and CCTV. The animated TV series is adapted from the Group’s home-grown comics titled “The Weapon” and made as a cute version. The first 26 episodes will be broadcast to 1.3 billion population through CCTV 1 Channel throughout the PRC, including 370 million children audience, which is a significant move of the Group to enter into the children market.

PPW is one of the global promotional marketing service providers and licensing agents. Headquartered in Hong Kong, PPW’s offices scatter all over the world. The core business of PPW is to provide exclusive licensing services to customers with one-stop integrated promotional marketing services including market research, design, production, packaging, promotion, etc. Having established extensive experience in devising large-scale marketing promotional plans, PPW has been serving many well-known worldwide clients such as Samsung, Philips, Toshiba, Yahoo, Johnson & Johnson, etc. Moreover, PPW has rich experience in cooperating with internationally renowned licensed properties owners such as Disney, Sanrio, Warner Bros, etc. Besides, PPW is also the strategic promotional partner of KFC. Every year, PPW provides KFC’s kids meals with the authorized cartoon character’s compliments.

#### **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 be first broadcasted in the second quarter of 2006.

~End~