

## **Jade Dynasty Announces Raised HK\$28.5 Million Via Placing To Fund Further Growth in Animations Production Business**

(Hong Kong, 10 May 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 it raised net proceeds of approximately HK\$28.5 million through placing of existing shares and subscription of new shares. The Group’s major shareholder Super Empire Investments Limited placed 40 million existing shares at price of HK\$0.73 per share to two placees including Evolution Master Fund Ltd. and Gain Asset Management Limited and subscribed the same number of new shares. UOB Kay Hian (Hong Kong) Limited is the placing agent.

The placing shares represent approximately 4.62% of the existing issued share capital of 865,608,584 Shares as at the date of this announcement or approximately 4.42% of the issued share capital of the Group as enlarged by the allotment and issue of the subscription shares.

The aggregate shareholding of the major shareholder Super Empire Investments Limited and parties acting in concert with them will be reduced from approximately 37.36% to approximately 32.74% of the existing issued share capital of the Group.

**Mr. Ivan Tong**, Chairman of the Group, said, “In view of our sound business development and expected exponential growth in animations and comics drives in China, we raise fund to increase our investment in animations portfolio and to enhance our capital base and increase our shareholders’ base in particular for institutional investors at the same time.”

### **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. Further, the production of the second 26 episodes is in good progress.

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