

**Jade Dynasty Announces
The Launch of A New Comics Book
“Legend of ‘No-Man’s-Land’—Comics Version” 《漫畫邊荒傳說》**

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Alteration of Adapting Principle to Strengthen Comics Publication Business

(Hong Kong, 14 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 the launch of a new comics book titled “Legend of ‘No-Man’s-Land’—Comics Version”. This new comics book was adapted from Huang Yi (黃易)’s recent masterpiece that has never been adapted by other media. The main clue of the comics is strategy and knight-errant contents. The fighting scenarios in the original novel will be completely depicted in great details. Besides, the direction of adaptation has been altered, which is believed to bring a brand new reading experience to readers.

“Legend of ‘No-Man’s-Land’—Comics Version” will be released from May 18, 2006 onwards on a weekly basis and issued every Thursday priced at HK\$14. It will be widely available at major book stalls in Hong Kong.

Mr. Ivan Tong, Chairman of the Group, said, “In the past, the main direction of the comics adapted by Jade Dynasty is to strengthen action scenes and deliver sensory excitement. But this time we altered the adapting principle and paid more attention to unearth the characteristics of the original novel and express them in comics, by which we hope to bring a fresh feeling to readers. We have confidence in attracting more comics fans after altering the adapting direction in order to enhance Jade Dynasty’s competitiveness in comics publication business.”

In this adapted version, besides the comprehensive description on military strategies, the depiction of Taoism and celestial beings is very rich too. Meanwhile, the representation of action has been raised to a higher level. Illusion-like and truth-like plots are the characteristics and selling point of “Legend of ‘No-Man’s-Land’—Comics Version”. It is believed that the comics will lead an upsurge among fans of Jade Dynasty’s comics and readers of Huang Yi’s novels.

The story of “Legend of ‘No-Man’s-Land’—Comics Version” talks about during the time of Sinicization (五胡亂華之際), there was a tract of desolate land that was called “no-man’s-land” by Han people. The marketplace of “no-man’s-land”, the center of the district, was the most prosperous and yet dangerous place which was set only for people with talents and luck. The legend is unfolded by the two main characters—Yan Fei (燕飛) and Liu Yu (劉裕).

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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 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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