

**Jade Dynasty Announces Proposing to CCTV  
Broadcast of Animated TV Series "Shen Bing Kids"  
To be Scheduled in Summer Holiday**

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**To Secure Critical Mass Audiences and  
Enhance Sales of Derivative Products**

(Hong Kong, 5 June 2006)—Jade Dynasty Group Limited ("Jade Dynasty" / "the Group") (HKSE code: 970), the largest and only listed comics publisher in Hong Kong, announced today it has proposed to China Central Television ("CCTV") the first 26 episodes of "Shen Bing Kids", co-produced by the Group and CCTV, to be broadcasted in summer holiday instead. The Group aims at securing critical mass audiences for "Shen Bing Kids" during the prime period of summer break and enhancing the sales of derivative products, including but not limited to the sales of VCD/DVD products which are responsible by China International Television Corporation ("CITV"), a wholly-owned subsidiary of CCTV.

**Mr. Ivan Tong**, Chairman of the Group, said "After thoughtful considerations, we propose to CCTV for rescheduling the broadcast of 'Shen Bing Kids' from June to summer holiday while the exact broadcasting schedule is still subject to final broadcast scheduling of CCTV. We tactically propose the rescheduling to avoid direct competition with the 2006 World Cup which is also broadcasted in June. Moreover, early July is the examination period of children who are the target audiences of 'Shen Bing Kids'. Therefore, rescheduling the broadcast to summer holiday can both boost the audience rating and promote the derivative products, including but not limited to the sales of VCD/DVD products which are responsible by CITV through capitalizing on the "Shen Bing Kids" trend upon its TV broadcast."

"Shen Bing Kids" is CCTV's first animated TV series co-produced with an overseas animations enterprise. 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 broadcasted 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. Further, it is expected that the post-production of the second 26 episodes will take place in CCTV starting from July 2006.

**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

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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 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 by the State Administration of Radio Film and Television and final broadcast scheduling of CCTV, the Group has proposed to CCTV the first 26 episodes of "Shen Bing Kids" to be first broadcasted in summer holiday of 2006. Further, the post-production of the second 26 episodes is expected to take place in CCTV starting from July 2006.

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