

**Jade Dynasty Announces  
Comics and Derivative Products Recorded Satisfactory Sales  
in the 2006 8<sup>th</sup> Ani-Com Hong Kong**

\* \* \* \* \*

**Proactively Explore the Animations and Comics Market in the PRC**

(Hong Kong, 2 August 2006)—**Jade Dynasty Group Limited** (“Jade Dynasty”/ “the Group”) (HKSE code: 970), the largest and only listed comics publisher in Hong Kong, announced that its comics and derivative products achieved satisfactory sales performance in the 2006 8<sup>th</sup> Ani-Com Hong Kong/ 3<sup>rd</sup> Hong Kong Game Fair. Adopting “Dragon Tiger Gate” (《龍虎門》) as the theme, three new comics books were launched during the Festival, including “The Milky Way” (《笑傲星河》), a science action comics, “Teenagers” (《青春歲月》), a love comics created by Ms. Lisa Wong, daughter of Mr. Tony Wong, Chief Creative Officer of the Group, and “Magical Weapon-fore Story 5” (《神兵前傳 5》). Derivative products of “Dragon Tiger Gate” and “The Weapon” (《神兵玄奇》) were launched as well. First appearance products and other products sold in the Festival were well received. The Group also seized this golden opportunity to publicize the animated TV series “Shen Bing Kids” (「神兵小將」), which is co-created and co-produced with China Central Television.

**Mr. Ivan Tong**, Chairman of the Group said, “Our Group effectively boosts up the sales of our comics by selling the comics-derived products. The derivative products of “Dragon Tiger Gate” and “The Weapon” were highly popular during the five-day Festival and recorded satisfactory sales, including posters, portrait models, weapons and apparel, etc. Among them, the four-inch Chinese chess featuring the characters of “Dragon Tiger Gate” was the most popular product among our comics fans. The increased purchasing power of the Hong Kongers as a result of the flourishing economy contributed to the high admission rates. In addition, animated movies were newly injected into the Festival which greatly enhanced the attractiveness of the event. These are the contributing factors to our satisfactory sales performance.”

Various comics cultural organizations and government departments in the PRC participated in the special zone of “Digital Entertainment Collaboration” first appeared in the Festival. Of the total 480 exhibitors, there were more than 30 exhibitors from the PRC. Involvement of the PRC exhibitors not only enhanced the cooperation between the PRC and Hong Kong comics and animations industries, but also facilitated the local animations to tap into the PRC market. “The development of Hong Kong comics and animations industry is mature. Many talents and expertise are nurtured. On the contrary, the PRC comics and animations industry has been gaining its momentum. This would definitely provide us with enormous business opportunities. ‘Shen Bing Kids’ will become the

~Page 1 of 2~

cornerstone for us to explore the PRC comics and animations market in future," **Mr. Ivan Tong** added.

**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 CCTV entered into the Joint Investment Production Agreement of Animated TV Series on 9 March 2006 for the animated TV series titled "Shen Bing Kids". It becomes the first overseas animations enterprise cooperating with CCTV. "Shen Bing Kids" is an animated TV series co-adapted from "The Weapon" and co-created and co-produced by CCTV and Jade Dynasty. 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 already commenced in CCTV in early August 2006.

~End~