

**Jade Dynasty Announces  
"Shen Bing Kids" will be Publicized  
At "China International Film Festival 2006"**

\* \* \* \* \*

**To Actively Enhance Publicity of "Shen Bing Kids"  
Through Well-Rounded Strategy of Animations Promotions**

(Hong Kong, 23 August 2006)—**Jade Dynasty Group Limited** ("Jade Dynasty"/ "the Group") (HKSE code: 970), the largest and only listed comics publisher and animations producer in Hong Kong, announced that its animated TV series "Shen Bing Kids", which is co-created and co-produced with China Central Television ("CCTV"), will be exhibited in the "China international Film Festival" (「中國國際影視節目展」), one of the events of the "China International Film and Broadcasting Expo" (「中國國際廣播影視博覽會」), from 24<sup>th</sup> to 26<sup>th</sup> of this month to promote the animated TV series at a national and international event.

**Mr. Ivan Tong**, Chairman of the Group said, "The scale of the "China International Film Festival" is the greatest in Asia. We are very delighted that our first animated TV series could take part in such a grand occasion. At the Expo, the posters of "Shen Bing Kids" will be displayed in forms of lamp boxes in the exhibition hall. China International Television Corporation ("CITVC"), a wholly owned subsidiary of CCTV, will participate in the event on behalf of CCTV. CITVC is the exclusive agency of "Shen Bing Kids" for TV broadcasting and distribution at areas in and outside the PRC and production and distribution of AV products outside the PRC. We believe that the exposure of "Shen Bing Kids" at the event would help facilitate local animations' entry into the China Market and further raise our Group's publicity in the PRC."

"China International Film and Broadcasting Expo" is an annual event and organized by the State Administration of Radio Film and Television and the China Media Group, and undertaken by CITVC. Apart from the "China International Film Festival", the main contents of the Expo also comprise technology and equipment fair, forums, national film and broadcasting award presentation ceremony, etc. The 3-day Expo will be held at the Beijing Exhibition Centre with objectives of "enhancing friendship, strengthening exchange, reinforcing cooperation and jointly developing". Exhibitors come from domestic and overseas media groups, TV stations, production and distribution companies, film production companies, audio-visual companies, broadcasting companies and potential investors who plan to invest in the media industry.

-Page 1 of 2-

**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. The broadcast date of the first 26 episodes of "Shen Bing Kids" is subject to final regulatory procedures by the State Administration of Radio Film and Television and final broadcast scheduling of CCTV. Further, the post-production of the second 26 episodes already commenced in CCTV in early August 2006.

*~End~*