

**Jade Dynasty Announces
The Appointment of Mr. Tony Wong
by Sichuan University as
Honorary Visiting Professor**

(Hong Kong, 10 October 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 Mr. Tony Wong, Chief Creative Officer of the Group, was appointed by Sichuan University as the Honorary Visiting Professor of the Animations Department of Art College on 26 September 2006. The appointment underscored the distinguished position and significance of Mr. Wong in China's animations and comics industry.

Mr. Wong has over 40 years of experience in Hong Kong's comics industry. Being one of the influential comics artists and pioneers in the local comics industry, Mr. Wong's contributions were recognized by the academia far and wide. In addition to Sichuan University, Mr. Wong was invited by the Animations Academy of Beijing Film Academy in 2004 and Taiwan Ling Tung University in 2005 to be the Visiting Professor and Honorable Professor respectively.

Mr. Ivan Tong, Chairman of the Group said, “Mr. Wong was once again appointed as Honorary Visiting Professor. This will further penetrate our comics and animations products as well as creative elements into China, introduce Mr. Wong and his masterpieces to more Chinese people in order to enhance the acceptability of our works. Capitalizing on Mr. Wong's rich experience, professional expertise and high creative capability, more and more high-quality talents will be nurtured which can effectively facilitate the development of China's comics and animations industry.”

Sichuan University is one of the national key universities with hundreds years of history. It is the largest university with widest coverage of disciplines in Western China. A great number of celebrities have lectured and studied there, including Marshal Zhu De and Ba Jin etc. The Art College is one of the best-equipped faculties with full spectrum of professional facilities and strongest integrating strengths. In addition, it works closely with the Sichuan Province International “Gold Panda” Awards for Animation Exhibition. The joining of Mr. Wong will further strengthen the existing niches of the college and heighten the strengths of it.

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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 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 ("the SARFT") and final broadcast scheduling of CCTV. Further, the post-production of the second 26 episodes will be completed in CCTV in late October 2006 and will undergo the examination and approval procedures by the SARFT afterwards.

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