

**Jade Dynasty Announces  
The Release of Two New Comic Books in the PRC  
“Magical Weapon 3” 《神兵玄奇 3》 &  
“New Dragon & Tiger Heroes” 《新著龍虎門》**

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**To Expand the Revenue Source in Comics Publication Business**

(Hong Kong, 18 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 the release of two new comic books “Magical Weapon 3” and “New Dragon & Tiger Heroes” in October 2006 and February 2007 respectively in the PRC, aiming to further enhance the comics publishing business in the PRC, seize the enormous business opportunities arising from the PRC’s culture industry and head towards the goal of becoming a leader of the comics and animations industry in Chinese society. The publishers of the two publications are Shanghai People’s Fine Arts Publishing House and Shandong Fine Arts Publishing House respectively.

After undergoing the strict review and approval process of the General Administration of Press and Publication of the PRC, “Magical Weapon 3” and “New Dragon & Tiger Heroes” have been approved to be issued in forms of comic books. A book set of 4 volumes will tentatively be scheduled to issue regularly at a retail price of RMB 26 per set. The two comic books will be available at major bookstalls throughout the PRC.

**Mr. Ivan Tong**, Chairman of the Group said, “Subsequent to the animations-derived comic book<sup>1</sup> of animated TV series “Shen Bing Kids”, we are cooperating with the Shanghai People’s Fine Arts Publishing House again. Leveraging on our established and close business relationship, we believe this can facilitate the collaboration of our comics publication this time. As Shanghai People’s Fine Arts Publishing House and Shandong Fine Arts Publishing House are both well-known and credible publishers in the PRC with wide reader base and business network, as well as rich publishing experiences, we are confident the two comic books will be able to attract a great number of readers in the PRC.”

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<sup>1</sup> The animations-derived comic book of animated TV series “Shen Bing Kids” will be released simultaneously with the broadcasting of “Shen Bing Kids”.

“Magical Weapon” comic book series and “New Dragon & Tiger Heroes” are highly popular among Hong Kong readers. The latter has even been published over 300 volumes. In view of the satisfactory sales performance of “Magical Weapon” and “New Dragon & Tiger Heroes” in Hong Kong, the Group hopes to further penetrate its works into the PRC’s comics market in a bid to enhance its market share and popularity in the PRC.

**Mr. Ivan Tong**, Chairman of the Group concluded, “Since there is still plenty of room for development in the PRC’s comics industry, we will continue to adopt the marketing strategy of expanding our comics publication business into the Greater China Region. We will bring the Group’s popular works in Hong Kong into the PRC’s comics market in order to enlarge the reader group outside Hong Kong and to give an impetus to the comics industry of the PRC.”

### **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 broadcasting 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.

### **About Shanghai People’s Fine Arts Publishing House**

Founded in 1952, Shanghai People’s Fine Arts Publishing House is a large-scale and professional fine arts publisher, specializing in the publication of fine arts and photography picture albums, postcards, historical treatise technique books, periodicals, picture-story books, pictures, calendars, life books, tourist guide books and reference books. It is one of the leading fine arts publishers in the PRC with over 16,000 titles and over 6 billion copies in total published since its establishment. It has been awarded over 200 book prizes both at home and abroad. Large picture albums with worldwide reputation include “The Complete Treasures of Chinese Fine

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Arts", "The Complete Works Of Chinese Ceramics" etc. Popular literature such as "The Romance of Three Kingdoms" is also best-selling and widely popular among readers.

### **About Shandong Fine Arts Publishing House**

Established in 1984, Shandong Fine Arts Publishing House was classified as a good publishing house in the PRC. It mainly specializes in the publication of over 5000 types of books including arts theory, drawing technique, historical treatise, design and decoration, photography, calligraphy, art teaching materials, picture-story book, etc. Since its establishment, over 300 types of books have been awarded book prizes at the provincial level and nearly 30 types of books have gained book prizes from the state level. Shandong Fine Arts Publishing House has produced and published prominent and influential works such as "Tonghua" and "20th Century Chinese Fine Art". Besides, it has also successfully produced and published teaching materials such as "Gao Zhong Mei Shu", "Moral Character and Life" and "Moral Character and Society", contributing significantly to the fundamental education development of the PRC.

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