

**Jade Dynasty Announces
Launch of “Emperor VI: Emperor Hongwu”
(《天子傳奇之六一洪武大帝》)
Revolutionizing Comics Industry**

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**Four Times Longer than Existing HK Comics
30% Cheaper than Japanese Comics
Enhancing Product Competitiveness**

(Hong Kong, 5 December 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 launch of a new comics, sublimated edition of “Emperor VI: Emperor Hongwu”. (Please find attached photo for reference). The length of the colored comics was increased by nearly four-fold and priced at 30% lower than those black and white Japanese comics. Jade Dynasty enriched the first issue and remaining issues of the new comics to 140 pages and 116 pages respectively. Such publishing revolution will elevate the competitiveness of the Group’s products and create a new trend of Hong Kong comics industry.

“Emperor VI: Emperor Hongwu” is scheduled to release on 8 December 2006 on a weekly basis on every Friday priced at HK\$15 each for the first issue and HK\$20 each for the remaining issues. It will be widely available in major book stalls in Hong Kong. The new book is the sixth sequel of Jade Dynasty’s first masterpiece from mid-1993, “Legend of Emperor”. Blending the superb creativity of the Chief Creative Officer, Mr. Tony Wong (黃玉郎) and the splendid illustration of Art Director, Khoo Fuk Lung (邱福龍), the new book depicts the grow-up story of the first emperor of Ming Dynasty, Emperor Hongwu Zhu Yuanzhang (朱元璋).

Mr. Ivan Tong, Chairman of the Group said, “ ‘Legend of Emperor’ series is one of the most prevailing books of the Group. We are particularly strong at portraying emperors’ grow-up stories. Thus we recorded satisfactory sales performance for the past five issues of ‘Legend of Emperor’ series. We expect the coming sixth issue would not be a miss for our comics fans. Furthermore, we revolutionized the publishing format of the new issue. In response to our readers, the new book is easy-to-store which combines the length of Hong Kong and Japanese

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comics, aiming at providing richer content at a reasonable price. This will transform the operational practice of Hong Kong comics industry and enhance the competitiveness and market shares of our products in home-grown comics market." The same trial package published in the middle of the year is highly regarded and also recorded satisfactory sales performance, for it could be sold in comics stores on a long-term basis.

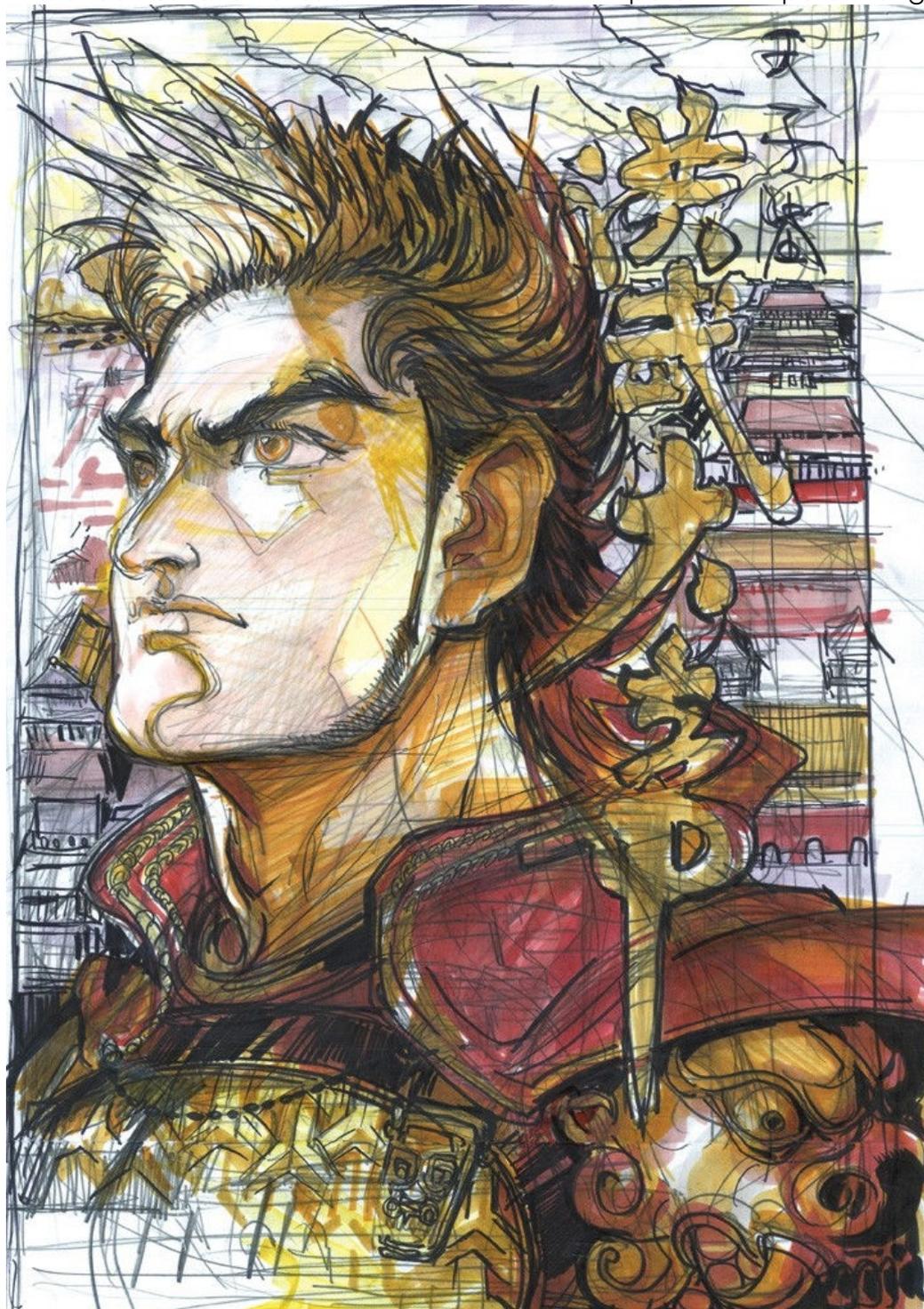
"Emperor VI: Emperor Hongwu" begins with the scene that Zhu Yuanzhang killed the main contributor of the establishment of Ming Dynasty, legendary military commander Liu Baiwen(劉百濫). The comics is about the reminiscence of the 24-year friendship between Zhu and Liu who co-operated in overthrowing Mongol Yuan Dynasty and striving to seize the throne. They were chased and nearly killed by "Ming Cult, Dim Stream". Later their plan was hindered by the Mongols martial masters "13 Wings" who wished to reveal the prestige of Genghis Khan (成吉思汗). Zhu and Liu eventually expelled the Mongols and established the Ming Dynasty.

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 Group's home-grown comics "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 has been completed in CCTV and will undergo the examination and approval procedures by the SARFT.

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Attached illustration of sublimated edition of "Emperor VI: Emperor Hongwu"



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