

**Jade Dynasty Announces  
Interim Results for the Six Months Ended 30 September 2006  
Net Profit Increased 4% to HK\$7,700,000  
Proposed Interim Dividend Payout of 0.2 HK Cents Per Share**

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**Animations Production Becoming Key Growth Driver**

(Hong Kong, 21 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 today that for the six months ended 30 September 2006, the Group recorded a turnover of approximately HK\$52,900,000 (six months ended 30 September 2005: approximately HK\$53,900,000). Net profit increased by approximately 4% to approximately HK\$7,700,000 from HK\$7,400,000 for the same period last year. Basic earnings per share was 0.8HK cents. Taking into consideration the stable financial condition, the board has proposed to declare an interim dividend of 0.2 HK cents per share (six months ended 30 September 2005: 0.2 HK cents).

**Mr. Ivan Tong**, Chairman of the Group said, "We are thrilled that the Group has made the initial step to reach out the global animations market and maintains steady position in comics publication. Comic fans continue to add our latest products onto their home entertainment collections. After our signature animations project "Shen Bing Kids" being premiered in China Central Television ("CCTV"), followed by other TV stations and derivative products simultaneously being launched, a promising return is expected to bring to the shareholders."

Comics publication continued to contribute the largest part of revenue to the Group. Revenue derived from this segment amounted to approximately HK\$51,000,000 (six months ended 30 September 2005: approximately HK\$49,000,000). During the period under review, a total of four new home-grown comics were launched, including "The Milky Way", "Teenagers", "Magical Weapon-fore Story 5 and "Magical Weapon F". The later two pilot combines the length of Hong Kong and Japanese comics and can be sold in comics stores on a long term basis due to its easy-to-store layout. Encouragingly, "Magical Weapon F" generated satisfactory sales results. To further enhance comics business in the PRC, two new comics books "Magical Weapon 3" and "New Dragon & Tiger Heroes" were released in the PRC in late 2006 and to be launched in February 2007 respectively.

The Group is still waiting for the final approval from the State Administration of Radio Film and Television ("SARFT") for broadcasting the ready-made first 26 episodes of "Shen Bing Kids". While the Group is liaising proactively with CCTV to obtain the broadcasting approval from SARFT, the post-production of the second 26 episodes has been completed in CCTV.

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To continue the growth of the Group's animations profile, it accomplished a landmark deal embarking on the international animations market. It acquired 51% interest of Dragon Animation Limited, the partner company of Jackie & Willie Productions Limited and is authorized to produce Chinese animated series using the figure of world-famous film star Jackie Chan, with a consideration of HK\$2.55 million to produce animated series using Jackie Chan's character. The series, with production of the first 26 episodes be completed in 2008, will become another long-term animations development series following "Shen Bing Kids". In addition to the PRC and Southeast Asian countries, the Group will bring the "cute" version of Jackie Chan to the global animations markets.

**Mr. Tong** continued, "We keenly look forward to making an unprecedented animated series for a world-famous action star. As the fans of Jackie spread far and wide across the globe, we believe the animations will appeal to a lot of audiences who like Jackie and look for something new and exciting. While the premiere of "Shen Bing Kids" on CCTV will become an important milestone for the Group to tap into the PRC animations market, this new series will bring the Group's animations businesses to the eyes of the globe."

Riding on remarkable development of animations production and the large ready-made comics library that can be adapted to animations, the Group anticipates that animations development will become its key growth driver in the future.

#### **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 9 home-grown comics titles on a weekly, bi-weekly or monthly basis and an average of 25 volumes licensed comics titles from Japan on a 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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