

**Jade Dynasty Announces
Chief Creative Officer Mr. Tony Wong was Elected as
“The Digital Crossover” of
“The 1st Hong Kong Digital Entertainment Industry
Person of the Year Election”**

(Hong Kong, 1 April 2007) -- **Jade Dynasty Group Limited** (“Jade Dynasty”/ “the Group”) (HKSE code: 970), the largest and only listed comics publisher and animations producer in Hong Kong, proudly announces that Mr. Tony Wong, Chief Creative Officer of the Group, was elected as “The Digital Crossover” of “The 1st Hong Kong Digital Entertainment Industry Person of the Year Election” organized by The Hong Kong Digital Entertainment Association, recognizing his great contribution and prominent accomplishment in the digital entertainment industry. Outcompeting among other strong nominees, Mr. Wong’s contribution and influence in the local digital entertainment industry is also justified.

Mr. Ivan Tong, Chairman of the Group said, “Mr. Tony Wong deserves the award. He has engaged in creating local comics for more than forty years and has long dedicated himself to comics’ development in Hong Kong. Leading Hong Kong comics industry to enter into the golden era, Tony has successfully created unique comics styles and launched a lot of famous comics masterpieces. He has not only contributed significantly to the professionalization and corporatization of comics publication, but also remained steadfast in talents cultivation. Moreover, his attempt to rename the “Hong Kong Comics Federation” as the “Hong Kong Comics & Animation Federation” has created tremendous development opportunities for digital entertainment practitioners and introduced Hong Kong digital entertainment industry widely to the PRC. Tony is now leading Hong Kong to tap into the enormous comics and animations market in the PRC through his cooperation with China Central Television (“CCTV”) and Hangzhou Municipal Government.”

Mr. Tony Wong, Chief Creative Officer of the Group said, “It’s my great honor to be elected as “The Digital Crossover”. The prosperity of Hong Kong comics industry shall not attribute to one’s effort. It relies on the effort and participation of all industry players. We are now living in the hi-tech era. Readers are expanding their interest from comics to animations gradually. In order to

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meet with the market demand and build a solid foundation for our business expansion in the enormous PRC market, we have co-created and co-produced our first animated TV series “Shen Bing Kids” with CCTV.”

“The 1st Hong Kong Digital Entertainment Industry Person of the Year Election” is of significant importance to the digital entertainment industry. It is aimed to recognize those who have great influence and contribution on the digital entertainment industry; motivate and attract more talents engaging in this industry; and promote Hong Kong digital entertainment industry and its products so as to increase its popularity in both local and overseas markets. There are five specific streams for the Election, including Digital Crossover, Digital Entertainment Software, Digital Animation, Digital Effects and Digital Entertainment Education. The nominee who gets the highest number of votes and at least 20% valid votes of relevant stream will be the winner in that stream. Hence, all the winners are very representative.



Mr. Tony Wong (left 2), Chief Creative Officer of Jade Dynasty, received the award of “The Digital Crossover” of “The 1st Hong Kong Digital Entertainment Industry Person of the Year Election” from famous artist, Ms. Louisa So (right 1).

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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 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 broadcast scheduling of CCTV. Further, the post-production of the second 26 episodes has been completed in CCTV. Its content has been amended in accordance with the comments of the SARFT. The Group is waiting for the final regulatory procedures and the approval from the SARFT for broadcasting the second 26 episodes. In November 2006, the Group acquired 51% interest of Dragon Animation Limited to produce animated series using the figure of world-famous film star Jackie Chan. The production of the first 26 episodes of such animated series will be completed in 2008.

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