Jade Dynasty Group Limited
玉皇朝集團有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 970)

PRICE-SENSITIVE INFORMATION
Announcement pursuant to Rule 13.09 of the Listing Rules

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board announces that the Group has obtained distribution licence for animations from SARFT (由廣電總局發出之動畫片發行許可證) for broadcasting the 52 episodes of "Shen Bing Kids".

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

Further to the Annual Report 2007 of Jade Dynasty Group Limited (the "**Company**") and its subsidiaries (the "**Group**") dated 26 July 2007, the board of directors (the "**Board**") of the Company announces that as informed by China Central Television ("**CCTV**"), the distribution licence for animations from the State Administration of Radio, Film and Television ("**SARFT**") (由國家廣播電影電視總局發出之動畫片發行許可證) for broadcasting the 52 episodes of "Shen Bing Kids", an animated television series co-created and co-produced by CCTV and the Group has been received by CCTV. Subject to CCTV's final broadcasting scheduling, the first 26 episodes of Shen Bing Kids are expected to broadcast in or around October 2007, reaching more than 370 million of child audience. Audio-visual products, animated-derived comic books and peripheral products of Shen Bing Kids will be launched during the premiere broadcasting of the first 26 episodes of "Shen Bing Kids".

* *for identification purposes only*

The above statement is not any profit forecast of the Group. Shareholders and/or potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by the order of the Board, the members of which individually and jointly accept responsibility for the accuracy of the statements made in this announcement.

By order of the Board
Tong Kai Lap
Chairman

Hong Kong, 6 September 2007

As at the date of this announcement, the Company has five executive directors, one non-executive director and three independent non-executive directors. The executive directors are Mr. Tong Kai Lap, Mr. Wan Siu Lun, Mr. Wong Chun Keung, Mr. Ko Chi Keung and Mr. Kwong Chi Tak. The non-executive director is Mr. Zheng Hao Jiang and the independent non-executive directors are Mr. Ho Yiu Ming, Mr. Kwong Chi Keung and Mr. Ma Fung Kwok.