



**Jade Art Group Inc. (OTCBB: JADA)**  
**Transcript of Company Video, viewable here:**  
<http://www.amistockreports.com/jada.html>

*Video produced by XiKai Mining Co. in April 2008.*

- **Major Chinese media outlets have covered the discovery of SheTai mine at Wulateqianqi city in Inner Mongolia, which is the only jade mine discovered in China since the 1980's. Here are some of the media outlets:**
  1. On November 30th, 2007, China Central Television (CCTV), China's largest national TV network, reported: "A rarely seen and huge open-pit jade reserves were discovered at Wulateqianqi city in Inner Mongolia. The SheTai jade from the reserves are in big chunks, with a high degree of hardness and has a condense texture. The proven reserves have more than 40,000 cubic meters."
  2. A local TV channel at Licheng Town, Putian City, Fujian Province reported on the completion of the first Buddha statue made from SheTai Jade: "The statue is glittering, translucent, smooth and refined. The whole statue is more than 2 meters tall..."
  3. On November 17<sup>th</sup>, 2007, Xinhua News ([www.news.cn](http://www.news.cn)) had a similar report as the one on CCTV.
  4. On November 24<sup>th</sup>, 2007, People's Daily ([www.people.com.cn](http://www.people.com.cn)) had a similar report as the one on CCTV.
  5. On November 25<sup>th</sup>, 2007, YUXOO net (<http://www.yuxoo.com>) had a similar report as the one on CCTV.
  6. On November 19<sup>th</sup>, 2007, <http://www.qqscw.com/> had a similar report as the one on CCTV.
  7. On October 19<sup>th</sup>, 2007, Jianxi Daily reported on Jade Art Group's foray in the jade mine excavation in Inner Mongolia.
  
- **About Jade Art Group SheTai Jade Mine:**
  1. Location: Mountainous area in Inner Mongolia
  2. Highest height above sea-level: 1,815 meter
  3. Formation: 1.8 to 2.4 billion years ago (as said by Prof. Zhenxin Dong, Director of Jewelry & Precious Metals Appraisal Center, Chamber of Commerce for Jewelry & Precious Metals of All-China Federation of Industry & Commerce <http://www.ccjp.org.cn/index.asp>)



➤ **Jade Art Group Mine Characteristics:**

1. Raw jade in big chunks
2. High degree of hardness (a hardness factor of 7.1 - 7.5)
3. Condense texture (a density factor of 2.65 – 3.0)
4. Abrasion resistance/wearing strength factor of 2.2
5. Index of refraction of 1.54
6. Smooth finish factor of 85-90 degree
7. Acid and alkaline resistant factor of 100%
8. Fire-resisting: 1,730 – 1, 770 Celsius degree
9. Rustproof
10. Non-discoloring
11. Non-weathering
12. Semi translucent
13. With a glassy luster
14. Smooth and refined, similar jadeite as to the hardness of emerald from Myanmar
15. No radioactive harmful element

➤ **About SheTai Jade Genre**

1. SheTai jade was also named “ChangHe jade” before
2. SheTai jade enjoyed great popularity since being into market
3. SheTai jade carries great importance in Chinese Buddhism religion
4. China Stone Material Industry Association ranked SheTai Jade as a new genre of treasured gemstone
5. SheTai jade has become a collectible in the Geological Museum of China

➤ **Jade Culture in China**

1. The jade culture has been in China for 8,000 years. Traditionally, Chinese believe that jade can bring them good luck, health, morality, religious affection, and also as a status symbol
2. Jade was a royal article of tribute. SheTai jade was used as a burial suit sewn with fine gold wire for the deceased emperor and top officials during the Western Han Dynasty (206 BC-24 AD)
3. However, due to the difficulty of jade excavation, the jade was not prevalent in the market.
4. Now with the excavation of the SheTai jade, Jade Art Group will open another new page in the jade culture resurrection.



➤ **Jade Art Group SheTai Jade Mine Authentication**

1. On January 18<sup>th</sup>, 2008, Inner Mongolia SheTai Jade Authentication & Applications Conference was held in Beijing to appraise SheTai Jade and its application. Top experts in jade industry attended the conference, including jade authority - Mr. Boda Yang, Former Asst. Dean of the Palace Museum (<http://www.dpm.org.cn/english/default.asp>)
2. As a newly discovered jade genre, SheTai jade has similar physical characteristic as HeTian Jade and emeralds from Myanmar.
3. Discovery of the Jade Art Group SheTai Jade Mine is such a pleasant surprise as the world jade reserves are depleting.
4. SheTai jade has a wide application range, from decorative construction material, sculptures, large-scale statues, furniture, to high-end jewelry.

➤ **Jade Art Group Development Strategy**

1. Promote its product quality and create a brand name
2. Vertically integrate into the processed jade and retailer industry

➤ **Pictures at the end of the video includes:**

1. Chairman, Mr. Guoxi Zhang
2. SheTai mine onsite in Inner Mongolia
3. 41-ton raw jade
4. SheTai Jade Authentication Certificates
5. SheTai jade various applications
6. SheTai jade burial suit for the deceased emperor
7. SheTai Jade Authentication and Appraisal Conference