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鳳凰衛視

PHOENIX SATELLITE TELEVISION HOLDINGS LIMITED

鳳凰衛視控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 02008)

OVERSEAS REGULATORY ANNOUNCEMENT

(This overseas regulatory announcement is issued pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited)

Phoenix New Media Limited, a non-wholly owned subsidiary of the Company, whose shares are listed by way of American Depositary Shares on the New York Stock Exchange in the United States, has issued a press release in relation to the release date of its first quarter 2011 financial results. For details, please refer to the attached press release.

By Order of the Board
Phoenix Satellite Television Holdings Limited
Liu Changle
Chairman

Hong Kong, 13 June 2011

As at the date of this announcement, the board of directors of the Company comprises:

Executive Directors

Mr. LIU Changle (Chairman) (also an alternate director to Mr. CHUI Keung); Mr. CHUI Keung (also an alternate director to Mr. LIU Changle); Mr. WANG Ji Yan (also an alternate director to Mr. LIU Changle and Mr. CHUI Keung)

Non-executive Directors

Mr. GAO Nianshu; Mr. SHA Yuejia; Mr. Jan KOEPPEN; Mr. CHEUNG Chun On, Daniel; Mr. GONG Jianzhong

Independent Non-executive Directors

Dr. LO Ka Shui; Mr. LEUNG Hok Lim; Mr. Thaddeus Thomas BECZAK

Alternate Directors

Ms. Ella Betsy WONG (alternate to Mr. Jan KOEPPEN); Dr. GAO Jack Qunyao (alternate to Mr. CHEUNG Chun On, Daniel)

Company News

Phoenix New Media Limited to Announce First Quarter 2011 Financial Results on June 22, 2011

BEIJING, June 13, 2011 /PRNewswire via COMTEX/ --

Phoenix New Media Limited ("PNM" or the "Company") (NYSE: FENG), a leading new media company in China, today announced that it will report first quarter 2011 financial results on Wednesday June 22nd, 2011, after the U.S. markets close.

Following the earnings release, PNM's management team will hold a conference call at 5:00 a.m. (Pacific) / 8:00 a.m.(Eastern) / 8:00 p.m. (Beijing/Hong Kong) on June 23rd, 2011, to discuss its first quarter 2011 financial results and operating performance.

To participate in the conference call, please RSVP by email to Jessie Li at ir@ifeng.com.

To participate in the call, please dial into one of the following numbers below and use the participant passcode "ifeng" before the call starts:

US Toll Free Dial In: 1-800-573-4840
US Toll / International Dial In: 1-617-224-4326
HK Toll: 852-3002-1672,
China: 108008521490, 108001202655, 4008811629 (for mobile users)
Participant passcode: ifeng (43364)

The call will also be available live and on replay through PNM's investor relations website: <http://ir.ifeng.com>. Please go to the website at least fifteen minutes early to register.

A replay of the call will be available by dialing US toll free dial in 1-888-286-8010 (international 1-617-801-6888), and entering passcode 57686985. The replay will be available from 12:00 a.m. on June 24, 2011 to June 30, 2011 China Time.

About Phoenix New Media Limited

Phoenix New Media Limited (NYSE: FENG) is the leading new media company providing premium content on an integrated platform across Internet, mobile and TV channels in China. Having originated from a leading global Chinese language TV network based in Hong Kong, Phoenix TV, PNM enables consumers to access professional news and other quality information and share user-generated content on the Internet and through their mobile devices. PNM's platform includes its ifeng.com channel, consisting of its ifeng.com website, its video channel, comprised of its dedicated video vertical and video services and applications, and its mobile channel, including its mobile Internet website and mobile Internet and value-added services.

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