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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 change of its second quarter 2011 conference call time. For details, please refer to the attached press release.

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

Hong Kong, 12 August 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 Announce Time Change for Second Quarter 2011 Conference Call
BEIJING, Aug. 12, 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 change its second quarter 2011 conference call time to Wednesday, August 17, 2011 at 8:00 p.m. Eastern Daylight Time, which is Thursday, August 18, 2011 at 8:00 a.m. in Beijing and Hong Kong, which is one hour earlier than the previously scheduled time.

To participate in the call, please dial the following numbers:

US Toll Free: +1-800-215-2410
US/ International: +1-617-597-5410
HK: +852-3002-1672
China: +86-4008811629, +86-4008811630
China Toll Free: 108008521490, 108001202655, 108001521490
Passcode: ifeng (43364)

A replay of the call will be available through August 25, 2011 by dialing the following numbers:

US Toll Free: +1-888-286-8010
International: +1-617-801-6888
Passcode: 29317031

A live and archived webcast of the conference call will also be available at <http://phx.corporate-ir.net/phoenix.zhtml?p=irol-eventDetails&c=242799&eventID=4170187>

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.

For investor and media inquiries please contact:

Phoenix New Media Limited
Matthew Zhao
Tel: +86-10-8445-8883
Email: ir@ifeng.com

ICR, Inc.
Jeremy Peruski

Tel: +1 (646) 405-4883
Email: Jeremy.peruski@icrinc.com

SOURCE Phoenix New Media Limited

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