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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 RESULTS OF ANNUAL GENERAL MEETING HELD ON 16 AUGUST 2012

This announcement is made by Phoenix Satellite Television Holdings Limited (“Company”) 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 (“PNM”), 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 filed a Form 6-K with the United States Securities and Exchange Commission in relation to the results of the annual general meeting of shareholders in Hong Kong on 16 August 2012.

Hong Kong, 17 August 2012

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)

Results of Annual Shareholders Meeting

Phoenix New Media Limited (“Phoenix New Media”, “ifeng” or the “Company”) held its annual general meeting of shareholders in Hong Kong on August 16, 2012 (Hong Kong time) .

At the meeting, shareholders resolved to re-elect the director Daguang He, who had retired by rotation. In addition, shareholders resolved to refresh the total number of shares which may be issued upon exercise of all options to be granted under its 2008 Share Option Plan and any other share option schemes of the Company (the “Limit”), thereby increasing the Limit by 31,410,107 class A ordinary shares of the Company. Shareholders also approved all of the other four resolutions presented to them at the meeting. For more details information regarding these resolutions, please review the Notice of Annual General Meeting posted at <http://ir.ifeng.com>.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

PHOENIX NEW MEDIA LIMITED

By: _____

Name: Qianli LIU

Title: Chief Financial Officer

Date: August 17, 2012