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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)

## **ANNOUNCEMENT**

This announcement is made by the Company under Part XIVA of the SFO and pursuant to Rule 13.09(2) of the Listing Rules.

The Company has been informed by Star Entertainment, a substantial shareholder of the Company, that it had entered into an agreement to sell 264,000,000 Shares. Star Entertainment had not indicated to the Company whether it would continue to sell the remaining Shares held by it.

**Shareholders of the Company and potential investors are reminded to exercise caution when dealing in the securities of the Company.**

This announcement is made by Phoenix Satellite Television Holdings Limited (the “**Company**”) under Part XIVA of the Securities and Futures Ordinance (“**SFO**”) and pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

On 21 March 2013 (after trading hours), Star Entertainment Holdings Limited (“**Star Entertainment**”), a substantial shareholder (as defined under the Listing Rules) of the Company formerly known as Xing Kong Chuan Mei Group Co. Ltd., informed the Company that it, for simplifying and consolidating its own affiliate ownership structures, had entered into an agreement to sell 264,000,000 shares of the Company (“**Shares**”) at HK\$2.72 per Share. Star Entertainment had not indicated to the Company whether it would continue to sell the remaining Shares held by it.

The 264,000,000 Shares represent approximately 5.28% of the issued Shares of the Company as at 21 March 2013.

The Company believes that the sale of Shares by Star Entertainment to other investors in the market will broaden the shareholder base of the Company and increase the liquidity of the Shares and in that respect is beneficial to the Company.

**Shareholders of the Company and potential investors are reminded to exercise caution when dealing in the securities of the Company.**

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

Hong Kong, 22 March 2013

*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. SHA Yuejia; Mr. GAO Nianshu; 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 and Mr. FANG Fenglei*

***Alternate Directors***

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