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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)

We have noted the recent increases in the price and trading volume of the shares of Phoenix Satellite Television Holdings Limited (the “Company”) and wish to state that we are not aware of any reasons for such increase.

We also confirm that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Chapters 19 and 20 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the “GEM Listing Rules”), neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board of the Company, the directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By Order of the Board

Phoenix Satellite Television Holdings Limited

Liu Changle

Chairman

Hong Kong, 27th July, 2000

This announcement will remain on the GEM website on the “Latest Company Announcements” page for 7 days from the date of its posting.