



2011 Annual Highlights

28 MARCH

Phoenix Hong Kong Channel was officially launched in Hong Kong.

MARCH

Various events were organized in the Great Hall of the People in Beijing, Tsinghua University and Peking University to celebrate the 15th Anniversary of Phoenix.

12 MAY

Phoenix New Media Limited (NYSE:FENG) was listed on the New York Stock Exchange at an offer price of US\$11.

25 MAY

The TV series "Dream Home" originated by Phoenix North America Chinese Channel, was awarded a silver medal by the 2011 Annual Communicator Awards. The award was judged by the world's most renowned media companies including YAHOO, Disney, HBO, etc, with reference to the creativity, the influence on the industry and the society of the product.

27 MAY

The construction of the steel structural framework of the Phoenix International Media Centre, which is situated at the south-western corner of Chaoyang Park, Beijing, was completed and the Chairman and CEO of Phoenix Satellite Television Holdings Ltd., Mr. LIU Changle, was present at this high-end ceremony.

1 JUNE

An exhibition of "Landscape Reunited - Huang Gongwang and Dwelling in the Fuchun Mountains", which involved the reunification of a long separated work created a long time ago during the Yuan Dynasty, which was sponsored and organized by Phoenix Satellite Television, was held at the National Palace Museum in Taipei.

22 OCTOBER

The final of the "Miss Chinese Cosmos Pageant 2011" hosted by Phoenix Satellite Television was held at the Kowloon Bay International Trade & Exhibition Centre, Hong Kong. After vigorous competition involving Q&A, dancing, etc. between 12 contestants, Miss Ai Chu-er (No. 10) won the crown, while the first runner-up and the second runner-up prizes were awarded to Miss Fu Jie-lin from Malaysia and Miss Wu Chen-cen from Shenzhen.





27 OCTOBER

The opening ceremony of the film “Dwelling in the Fuchun Mountains”, which is jointly produced by China Film Group, Phoenix Satellite Television and Pegasus & Taihe Entertainment with an investment of over 100 million, was launched at “Autumn Moon Over the Calm Lake”, one of the ten famous scenes at Hangzhou West Lake.

In addition to the main characters Mr. Andy Lau, Miss Lin Chi-ling, Miss Zhang Jing-chu and Mr. Tong Da-wei, Chairman and CEO of Phoenix Television Mr. Liu Changle JP, Chairman of China Film Group Mr. Han San-ping, Chairman and President of Pegasus & Taihe Entertainment Mr. Sun Jian-jun and officials of Zhejiang Province and Hangzhou City also attended the ceremony.

