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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)

APPOINTMENT AND RESIGNATION OF NON-EXECUTIVE DIRECTORS

The Board wishes to announce the appointment of Mr. SHA Yuejia as a non-executive director of the Company and the resignation of Mr. LI Yue as a non-executive director of the Company with effect from 19 August 2010.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board of directors (the “Board”) of Phoenix Satellite Television Holdings Limited (the “Company”) is pleased to announce that **Mr. SHA Yuejia** (“**Mr. SHA**”) has been appointed as a non-executive director of the Company on 19 August 2010.

Mr. SHA, age 52, currently an executive director and vice president of China Mobile Limited (“China Mobile”), the ordinary shares of which are listed on the Main Board of the Stock Exchange of Hong Kong Limited and its American depositary shares are listed on the New York Stock Exchange, is principally in charge of marketing, data business and corporate customer management matters. Mr. SHA has been serving on the board of directors of China Mobile since March 2006 and is a Vice President of China Mobile Communications Corporation and Director of China Mobile Communication Co., Ltd. Mr. SHA previously served as Director of the Engineering Construction Department IV Division of Beijing Telecommunications Administration, President of Beijing Telecommunications Planning Design Institute, Deputy Director General of Beijing Telecommunications Administration, Vice President of Beijing Mobile Communications Company, Director and Vice President, Chairman and President of China Mobile Group Beijing Company Limited. Mr. SHA graduated from Beijing University of Posts and Telecommunications, and received a Master’s Degree from the Academy of Posts and Telecommunications of the Ministry of Posts and Telecommunications and a doctoral degree in business administration from The Hong Kong Polytechnic University. He is a professor-level senior engineer with over 27 years of experience in the telecommunications industry.

Save as disclosed above, Mr. SHA has not previously held and is not holding any other position with the Company and its subsidiaries. Save as disclosed above, Mr. SHA does not hold any other directorships in other listed public companies in the last three years and other major appointments and qualifications.

Save as disclosed above, Mr. SHA does not have any relationships with any director, senior management, substantial or controlling shareholders of the Company. As at the date of this announcement, Mr. SHA does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Future Ordinance.

There is no service contract entered into between the Company and Mr. SHA. Mr. SHA is not appointed for a specific term and does not receive any emoluments from the Company. Mr. SHA will hold office until the conclusion of the first general meeting of the Company after his appointment and will then be eligible for re-election.

Save as disclosed above, the Board is not aware of any other matters in relation to the appointment of Mr. SHA that need to be brought to the attention of the shareholders of the Company, and there is no information relating to Mr. SHA's appointment required to be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

RESIGNATION OF NON-EXECUTIVE DIRECTOR

The Board further announces that **Mr. LI Yue** (“**Mr. LI**”) has tendered his resignation as a non-executive director of the Company with effect from 19 August 2010 due to other business commitments which require more of his attention.

Mr. LI has confirmed to the Board that he has no disagreement with the Board and there are no other matters in relation to his resignation that need to be brought to the attention of the shareholders of the Company.

The Board takes this opportunity to express its sincere gratitude to Mr. LI for his contribution during the tenure of his office and extend its warmest welcome to Mr. SHA for his joining the Company.

By Order of the Board
LIU Changle
Chairman

Hong Kong, 19 August 2010

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)