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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 AND ALTERNATE DIRECTORS

APPOINTMENT OF DIRECTORS

The board of directors (the “Board”) of Phoenix Satellite Television Holdings Limited (the “Company”) is pleased to announce that Mr. CHEUNG Chun On, Daniel (“Mr. CHEUNG”) has been appointed as a non-executive director of the Company and Dr. GAO Jack Qunyao (“Dr. GAO”) has been appointed as an alternate director to Mr. CHEUNG with effect from 12 October 2009.

Mr. CHEUNG Chun On, Daniel, aged 49, was a non-executive director of the Company from June 2000 to September 2006. He is currently the chief executive officer of the Taiwan office of Satellite Television Asian Region Limited (“STAR”), overseeing STAR’s businesses in Taiwan and the operations of Mandarin channels including Star Chinese Channel, Star Chinese Movies and Channel [V] Taiwan. STAR is a wholly owned subsidiary of News Corporation (the ultimate holding company of Xing Kong Chuan Mei Group Co., Limited, which is a substantial shareholder of the Company).

Before his appointment as chief executive officer of the Taiwan office of STAR in October 2008, Mr. CHEUNG was president director of PT Asia Global Media, a STAR joint venture terrestrial broadcaster in Indonesia. Prior to that, he was chief operating officer of China Network Systems, a joint venture between STAR and the Koos Group in Taiwan, responsible for managing Koos’ cable systems, their upgrade and digitization processes.

Mr. CHEUNG first joined STAR in 1991. He was deputy regional director for Greater China, in charge of distribution and marketing before being appointed general manager of the Taiwan office of STAR. Before joining STAR, he was technical consultant for The Hong Kong Telecom International's Global Virtual Private Network. Mr. CHEUNG graduated from The Hong Kong Polytechnic in Electronic Engineering.

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

Other than as stated above, Mr. CHEUNG does not have any relationships with any directors, senior management, substantial or controlling shareholders of the Company. As at the date of this announcement, Mr. CHEUNG does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

There is no service contract entered into between the Company and Mr. CHEUNG. Mr. CHEUNG is not appointed for a specific term and does not receive any emoluments from the Company. Mr. CHEUNG 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. CHEUNG that need to be brought to the attention of the shareholders of the Company, and there is no information relating to Mr. CHEUNG that should 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.

Dr. GAO Jack Qunyao, aged 51, also acts as alternate director to Mr. LAU Yu Leung, John, a non-executive director of the Company. Dr. GAO is currently the director and chief executive officer of STAR (China) Ltd. Dr. GAO is also the vice president of News Corporation (the ultimate holding company of Xing Kong Chuan Mei Group Co., Limited, which is a substantial shareholder of the Company) and chief representative of the News Corporation Beijing Representative Office. Dr. GAO previously served as vice president, Asia-Pacific (APAC) Emerging Geography of Autodesk, Inc., general partner of Walden International, president and general manager of Microsoft (China) Co. Limited. Dr. GAO holds doctorate, master and bachelor degrees in engineering from the University of California, Los Angeles, and Harbin Institute of Technology in China.

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

Other than as stated above, Dr. GAO does not have any relationships with any directors, senior management, substantial or controlling shareholders of the Company. As at the date of this announcement, Dr. GAO does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

There is no service contract entered into between the Company and Dr. GAO. Dr. GAO is not appointed for a specific term and does not receive any emoluments from the Company. In accordance with the articles of association of the Company, Dr. GAO shall cease to be an alternate director of the Company if his appointment is removed, or if both of his appointers, Mr. CHEUNG and Mr. LAU Yu Leung, John cease for any reason to be directors of the Company.

Save as disclosed above, the Board is not aware of any other matters in relation to the appointment of Dr. GAO that need to be brought to the attention of the shareholders of the Company, and there is no information relating to Dr. GAO that should 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 DIRECTORS

The Board further announces that Mr. Paul Francis AIELLO (“Mr. AIELLO”) has resigned as a non-executive director of the Company with effect from 12 October 2009. Mr. AIELLO’s resignation follows his resignation as chief executive officer of STAR. Mr. AIELLO confirmed that he has no disagreement with the Board and there are no other matters that need to be brought to the attention of the shareholders of the Company in relation to his resignation. Concurrent with the resignation of Mr. AIELLO, Dr. GAO has ceased to act as Mr. AIELLO’s alternate director with effect from 12 October 2009.

The Board takes this opportunity to express its sincere gratitude to Mr. AIELLO for his service and contribution to the Company and extend its warmest welcome to Mr. CHEUNG to join the Company.

By Order of the Board
LIU Changle
Chairman

Hong Kong, 12 October 2009

As at the date of this announcement, the Board comprises Mr. LIU Changle (Chairman), Mr. CHUI Keung and Mr. WANG Ji Yan as the Executive Directors; Mr. LU Xiangdong, Mr. GAO Nianshu, Mr. LAU Yu Leung, John, Mr. CHEUNG Chun On, Daniel and Mr. GONG Jianzhong as the Non-executive Directors; Dr. LO Ka Shui, Mr. LEUNG Hok Lim and Mr. Thaddeus Thomas BECZAK as the Independent Non-executive Directors. Dr. GAO Jack Qunyao is the Alternate Director to Mr. CHEUNG Chun On, Daniel and Mr. LAU Yu Leung, John.