



SHANGHAI, China, April 21, 2008 -- Linktone Ltd. (Nasdaq: LTON), one of the leading providers of wireless interactive entertainment services to consumers and advertising services in China, today announced the appointment of Anthony Chia as its Chief Operating Officer and Jimmy Lai as its Chief Financial Officer, as well as the appointment of Muliawan Guptha to its board and certain other board changes.

Michael Li, Linktone's Chief Executive Officer, commented, "Given our diversification strategy into traditional and cross media, we view this as an ideal time to strengthen our management team with individuals who bring experience that will be of particular value to Linktone as we navigate through this period of change. We are looking forward to having both Anthony and Jimmy join our corporate ranks and Muliawan join our board. Anthony and Jimmy are seasoned executives that bring a wealth of knowledge and relevant business experience to the table. We believe that Muliawan, with his extensive experience in the media and advertising industry, will be extremely valuable as Linktone continues to execute on its media strategies."

Anthony Chia has over 30 years of media business operations and executive management experience, of which 12 years were spent with MediaCorp Singapore. Before joining Linktone, he acted as a senior advisor to PT Media Nusantara Citra Tbk ("MNC"), the largest and only integrated media company in Indonesia, and the controlling shareholder of Linktone following MNC's strategic investment which was completed on April 3, 2008. While at MediaCorp Singapore, Mr. Chia spearheaded its start-up investments in Starhub and CNBC Asia and was also responsible for revamping its radio and television news broadcasts. Prior to MediaCorp Singapore, he spent 12 years at the Port of Singapore Authority, holding several senior-level positions. Mr. Chia graduated from the University of Newcastle in Australia, with honors, earning degrees in Engineering and Economics and received his Master's degree from the Massachusetts Institute of Technology in the U.S.

Jimmy Lai will be assuming the position of Chief Financial Officer at the end of April 2008. Mr. Lai has more than 20 years of experience in corporate finance, accounting management, business development, as well as investor relations both in the United States and China. He joins Linktone from Palm Commerce Holdings, one of the leading IT solution providers for the China Welfare Lottery industry, where he was the Chief Financial Officer. Prior to Palm Commerce Holdings, he worked at Semiconductor Manufacturing International Corporation in China (listed on the New York Stock Exchange and the Main Board of the Stock Exchange of Hong Kong) as the associate vice president of investor relations, and at AMX Corporation as the controller and later director of financial planning. Mr. Lai graduated from the National Cheng Kung University in Taiwan with a degree in statistics, and earned his MBA in accounting from the University of Texas at Dallas.

Mr. Li continued, "As we look to capitalize on the growing opportunities in both the television media and cross media segments, Anthony's prior experience in both industries is a natural fit for us. We believe his leadership will drive the Company's implementation of its cross media strategy in China and other Southeast Asian markets.

"Jimmy's extensive corporate and financial management experience will bring the level of financial expertise needed to successfully lead us to the next stage of our development. In addition, the combination of his local knowledge of China and his



expertise in U.S. best practices will help support Linktone's continued efforts to maintain a high level of corporate governance standards and internal controls."

The Company also announced today the resignations of Colin Sung, Elaine La Roche, Allan Kwan, Agus Mulyanto and Sutanto Hartono as directors. Mr. Sung, Ms. La Roche and Mr. Kwan each resigned due to personal reasons and other professional commitments.

Messrs. Mulyanto and Hartono were previously appointed to Linktone's board by MNC at the closing of its strategic investment, but upon further consideration, because Messrs. Mulyanto and Hartono are both Board members of MNC and required to concentrate fully on MNC's operations in Indonesia, the Company's board determined that it would be in the Company's best interests to appoint Mr. Guptha who has extensive media experience and, for increased efficiency, reduce the current size of the board.

Since 2001, Mr. Guptha has been working with television broadcasting companies in Indonesia, namely PT Cipta TPI, PT Musik Televis Indonesia and PT Global Informasi Bermutu (each of which is affiliated with MNC), as their finance, technology and administration directors. Earlier in his career, Mr. Guptha spent several years in the banking and financial services industry in Indonesia.

The nominating committee of the Company's board is committed to identifying additional qualified candidates for the board in the long term.

Commenting on these board changes, Hary Tanoesoedibjo, chairperson of the board, said, "On behalf of the board of directors and Linktone's management, I would like to extend our deep appreciation and sincere thanks to Mr. Sung, Ms. La Roche and Mr. Kwan for their hard work, dedication and service to the Company. Each of them has been with the Company for many years, particularly Ms. La Roche who has been a Linktone director since the Company's initial public offering, and their extensive contributions are most appreciated by the Company."

Mr. Tanoesoedibjo added, "We are delighted to welcome Mr. Guptha to the board as we believe he will bring valuable and in-depth experience to assist Linktone in achieving success in its diversification strategy."

About Linktone Ltd.

Linktone Ltd. is one of the leading providers of wireless interactive entertainment services to consumers and advertising services to enterprises in China. Linktone provides a diverse portfolio of services to wireless consumers and corporate customers, with a particular focus on media, entertainment and communications. These services are promoted through the Company's and our partners cross-media platform which merges traditional and new media marketing channels, and through the networks of the mobile operators in China. Through in-house development and alliances with international and local branded content partners, the Company develops, aggregates, and distributes innovative and engaging products to maximize the breadth, quality and diversity of its offerings.



Forward-Looking Statements

This press release contains statements of a forward-looking nature based on the current expectations of Linktone Ltd. with respect to future events and are made only as of the date of publication. These forward-looking statements can be identified by words such as “intends,” “expects,” “will,” “believes” and similar expressions and are subject to known and unknown risks and uncertainties that could cause actual results to differ materially from those projected in these forward-looking statements. These risks and uncertainties includes: the risk that Linktone will not be able to locate and retain suitable people for its board of directors and middle and senior management; the ability of Linktone to successfully execute on its media strategy; the risk that Linktone will not be able to develop and effectively market innovative services; the risk that Linktone will not be able to implement and maintain effective internal controls; Linktone’s ability to control its operating expenses in future periods or make expenditures that effectively differentiate Linktone's services and brand. For additional information on factors that could cause Linktone’s actual results to differ from expectations reflected in these forward-looking statements, please see Linktone's filings with the Securities and Exchange Commission, including its registration statement on Form F-1 and annual report on Form 20-F. Except as required under applicable law, Linktone expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statement included in this document to reflect any changes in expectations with regard thereto or any changes in events, conditions, or circumstances on which any statement is based.

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