



Beijing, China – August 19, 2008 – Linktone Ltd. (Nasdaq: LTON), one of the leading providers of wireless interactive entertainment services to consumers and advertising services in China, today announced that it will report financial results for the second quarter ended June 30, 2008 after the U.S. equities markets close on Thursday, August 28, 2008.

Linktone will host a conference call to discuss its second quarter 2008 financial results at 9:00 p.m. Eastern Time on August 28, 2008 (6:00 p.m. Pacific Time on August 28, 2008 and 9:00 a.m. Beijing/Hong Kong Time on August 29, 2008). The dial-in number for the call is 800-218-0713 for U.S. callers and 303-262-2131 for international callers. Chief Executive Officer Michael Li and Chief Financial Officer Jimmy Lai will be on the call to discuss the quarterly results and highlights and to answer questions from participants. A replay of the call will be available through 11:59 PM ET on September 11, 2008. To access the replay, U.S. callers should dial 800-405-2236 and enter passcode 1118495#; international callers should dial 303-590-3000 and enter the same passcode.

Additionally, a live webcast of this call will be available on the Linktone web site at http://www.linktone.com/press_release.jsp An archived replay of the call will be available for 90 days.

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.

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