



LINKTONE TO ANNOUNCE THIRD QUARTER 2010 FINANCIAL RESULTS ON NOVEMBER 30

BEIJING, China, November 17, 2010 — Linktone Ltd. (NASDAQ: LTON), a leading provider of interactive media and entertainment products and services to consumers in China, announced today that it will report financial results for the third quarter ended September 30, 2010 on Tuesday, November 30, 2010, after the U.S. equities markets close.

Linktone will host a conference call to discuss its third quarter 2010 results at 8:00 p.m. Eastern Time on November 30, 2010 (5:00 p.m. Pacific Time on November 30, 2010 and 9:00 a.m. Beijing/Hong Kong Time on December 1, 2010). The dial-in number for the call is 877-941-2068 for U.S. callers and 480-629-9712 for international callers. Company management 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 December 14, 2010. To access the replay, U.S. callers should dial 800-406-7325 and enter passcode 4384560; international callers should dial 303-590-3030 and enter the same passcode.

Additionally, a live webcast of this call will be available on the Linktone website 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 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 strong distribution network integrated service platform and multiple marketing sales channels, as well as through the networks of 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.

Investor Relations

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