

SINA CORP  
Form 8-K  
September 14, 2004

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**Current Report**

Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 9, 2004

**SINA Corporation**

(Exact name of Registrant as specified in Charter)

**Cayman Islands**  
(State or other jurisdiction  
of  
incorporation or  
organization)

**000-30698**  
(Commission File  
Number)

**52-2236363**  
(I.R.S. Employer  
Identification No.)

**Room 1802, United Plaza  
1468 Nan Jing Road West  
Shanghai 200040, China**  
(Address of Principal Executive Offices) (Zip code)

**(86-21) 6289 5678**  
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01 Regulation FD Disclosure**

On September 9, 2004, the registrant announced the notification of sanctions from China Mobile Communication Corporation. A copy of the press release issued by the registrant regarding the foregoing is filed herewith as Exhibit 99.1 and is incorporated herein by reference.

**Item 9.01 Financial Statements and Exhibits**

(c) Exhibits.

99.1 Press Release dated September 9, 2004.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**SINA CORPORATION**  
(Registrant)

Date: September 13, 2004

By: /s/ Charles Chao  
Charles Chao  
Chief Financial Officer

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**INDEX TO EXHIBITS**

<b><u>Exhibit Number</u></b>	<b><u>Description</u></b>
99.1	Press Release dated September 9, 2004.