

SINA CORP

Form 4

September 12, 2006

FORM 4
UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
TSIANG BENJAMIN S

(Last) (First) (Middle)

(Street)

(City)

(State)

(Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
SINA CORP [sina]

3. Date of Earliest Transaction
(Month/Day/Year)
09/11/2006

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
☒ Officer (give title below) ____ Other (specify below)

Executive Vice President

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
ordinary shares	09/11/2006		M	18,750 A	\$ 1.88 128,552	D	
ordinary shares	09/11/2006		M	12,500 A	\$ 15.47 141,052	D	
ordinary shares	09/11/2006		S	31,250 D	\$ 26.4004 109,802	D	

(1)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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information contained in this form are not
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SEC 1474
(9-02)

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
stock option (right to buy)	\$ 1.88	09/11/2006		M	18,750	<u>(2)</u>	08/14/2012	ordinary shares	18,750
stock option (right to buy)	\$ 15.47	09/11/2006		M	12,500	<u>(3)</u>	05/29/2013	ordinary shares	12,500
stock option (right to buy)	\$ 24.23					<u>(4)</u>	07/27/2014	ordinary shares	23,750
stock option (right to buy)	\$ 24.73					<u>(5)</u>	06/07/2012	ordinary shares	60,000

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
TSIANG BENJAMIN S	Executive Vice President

Signatures

/s/ Benjamin
Tsiang 09/12/2006

**Signature of
Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) average sales price per share based on range of sales prices from \$26.4 to \$ 26.41.
- (2) options granted vest in 48 equal monthly installments starting from 8/14/02. exercisable upon vested.
- (3) options granted vest over a four-year period starting from 5/29/03. 12.5% of the options vest on 11/29/03 and the remaining options vest ratably on a monthly basis over the remaining 42 months.
- (4) options granted vest over a four-year period starting from 7/27/04. 12.5% of the options vest on 1/27/05 and the remaining options vest ratably on a monthly basis over the remaining 42 months.
- (5) options granted vest over a four-year period starting from 6/7/06. 12.5% of the options vest on 12/7/06 and the remaining options vest ratably on a monthly basis over the remaining 42 months.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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