

SINA CORP
 Form 4
 September 12, 2006

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

OMB APPROVAL

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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

(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 Ownership (Instr. 4)
			Code	V	Amount	Price	
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

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

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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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