

SINA CORP  
Form 8-K  
July 27, 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): July 27, 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)

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Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

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EXHIBIT 99.1

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**Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.**

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits.

99.1 Press Release issued by SINA Corporation on July 27, 2004.

**Item 12. Results of Operations and Financial Condition.**

The following information shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act ), or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

On July 27, 2004, SINA Corporation issued a press release reporting its financial results for the three month period ended June 30, 2004 and a financial summary. A copy of the press release is attached hereto as Exhibit 99.1 and is hereby incorporated by reference.

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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: July 27, 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 Issued by SINA Corporation on July 27, 2004.