

LINKTONE LTD.

**TO THE REGISTERED HOLDERS OF AMERICAN DEPOSITARY RECEIPTS (“ADRs”)
REPRESENTING ORDINARY SHARES OF
LINKTONE LTD.**

Please refer to the reverse side of this card for the Proposals to be voted at the Meeting.

FOLD AND DETACH HERE

	FOR	AGAINST	ABSTAIN
Proposal No. 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proposal No. 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Address Change Mark box, sign and indicate changes/comments below:

Mark box at right if you wish to give a discretionary proxy to a person designated by the Company.
PLEASE NOTE: Marking this box voids any other instructions indicated on this card.

Sign Below Date: _____

Please sign this Voting Instruction Card exactly as your name(s) appear(s) on the face of this card and on the books of the Depository. Joint owners should each sign personally. Trustees and other fiduciaries should indicate the capacity in which they sign, and where more than one name appears, a majority must sign. If a corporation, this signature should be that of an authorized officer who should state his or her title.

PROPOSALS

PROPOSAL NO. 1: Elect the Class I director named below for the term specified or until such director's successor is elected and is duly qualified, or until such director's earlier death, bankruptcy, insanity, resignation or removal.

Billy Hsieh

PROPOSAL NO. 2: Appoint Ernst & Young LLP, Singapore as independent registered public accountants of Linktone Ltd. for the fiscal year ending December 31, 2011.

Linktone Ltd.

JPMorgan Chase Bank, N.A., Depository
P.O. Box 64506, St. Paul, MN 55164-0506

Voting Instruction Card

JPMorgan Chase Bank, N.A. (the "Depository") has received notice that the 2011 Annual General Meeting (the "Meeting") of Shareholders of Linktone Ltd. (the "Company") will be held at 10:00 a.m. (Singapore time), on Thursday, September 15, 2011, at the Company's offices at 39 Mac Taggart Road, Level 5, Asia Media Centre, Singapore 368084, for the purposes set forth on this card.

If you are desirous of having the Depository, through its Nominee or Nominees, vote or execute a proxy to vote the Ordinary Shares represented by your ADRs FOR or AGAINST or to ABSTAIN from voting on the Proposals to be proposed at the Meeting, kindly execute and forward to the Depository, the attached Voting Instruction Card. The enclosed postage-paid envelope is provided for this purpose. This Voting Instruction Card should be executed in such manner as to show clearly whether you desire the Company's Proposals, or any of them, as the case may be. Alternatively, you may include instructions to give a discretionary proxy to a person designated by the Company. The Voting Instruction Card MUST be forwarded in sufficient time to reach the Depository before 12:00 p.m. (Eastern Standard Time), September 12, 2011. Only the registered holders of record as of the close of business on August 1, 2011, will be entitled to execute the attached Voting Instruction Card.

The signatory, a registered holder of ADRs representing Ordinary Shares of the Company, of record on August 1, 2011, hereby requests and authorizes the Depository, through its Nominee or Nominees, to vote or execute a proxy to vote the underlying Ordinary Shares of the Company represented by such ADRs, on the Proposals at the Meeting.

NOTE: In order to have the aforesaid shares voted, this Voting Instruction Card must be returned before 12:00 p.m. (Eastern Standard Time), on September 12, 2011.

For more information regarding the Meeting, including the AGM Notice and the Proxy Statement, and 2010 Annual Report on Form 20-F for the year ended December 31, 2010, please visit the Company's Website, respectively, at <http://www.linktone.com/en/ir/shareholder-services.html> and <http://www.linktone.com/en/ir/financial-reports.html>.

JPMorgan Chase Bank, N.A., Depository

PLEASE MARK, DATE AND SIGN ON REVERSE SIDE AND RETURN PROMPTLY IN THE ENCLOSED ENVELOPE.

Please see reverse side for Voting Instructions.