

SINA CORP  
Form 3  
May 15, 2006

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *<br>Yu Herman<br>(Last) (First) (Middle) | 2. Date of Event Requiring Statement<br>(Month/Day/Year)<br>05/08/2006 | 3. Issuer Name and Ticker or Trading Symbol<br>SINA CORP [SINA] | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
|---|--|---|--|--|

C/O SINA, 20F, IDEAL  
PLAZA, NO. 58, NORTH 4TH  
RING ROAD WEST  
(Street)

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
Acting Chief Financial Officer

HAI DIAN DISTRICT,  
BEIJING, F4 100080  
(City) (State) (Zip)

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 Beneficially Owned**

|                                    |  |   |  |
|------------------------------------|--|---|--|
| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

|   |  |  |  |  |  |
|---|--|--|--|--|--|
| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year)<br><br>Date Exercisable      Expiration Date | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4)<br><br>Title      Amount or Number of | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|--|--|--|--|--|

|                             |       |            |                 | Shares |          | or Indirect<br>(1)<br>(Instr. 5) |   |
|-----------------------------|-------|------------|-----------------|--------|----------|----------------------------------|---|
| Stock Option (right to buy) | ⌘ (1) | 09/07/2014 | ordinary shares | 35,000 | \$ 20.86 | D                                | ⌘ |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                  |       |
|--|---------------|-----------|----------------------------------|-------|
|  | Director      | 10% Owner | Officer                          | Other |
| Yu Herman<br>C/O SINA, 20F, IDEAL PLAZA<br>NO. 58, NORTH 4TH RING ROAD WEST<br>HAIDIAN DISTRICT, BEIJING, ⌘ F4⌘ 100080 | ⌘             | ⌘         | ⌘ Acting Chief Financial Officer | ⌘     |

## Signatures

/s/ Herman Yu                      05/12/2006  
 \_\_Signature of                      Date  
 Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Options granted on 9/7/04 vest over a four-year period starting from 9/6/04. 25% of the options shall vest on 9/6/05 and the remaining options shall vest ratably on a monthly basis over the remaining three years. Exercisable upon vested.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.