

SINA CORP  
Form 424B3  
June 29, 2004

Filed Pursuant to Rule 424(b)(3)  
Registration No. 333-109410

**PROSPECTUS SUPPLEMENT DATED JUNE 29, 2004**  
**(To Prospectus filed on January 2, 2004)**

**SINA CORPORATION**

\$100,000,000 principal amount zero coupon convertible subordinated notes due  
2023 and ordinary shares issuable upon conversion of the notes

This Prospectus Supplement, together with the Prospectus listed above, is to be used by certain holders of the above-referenced securities or by their transferees, pledges, donees or their successors in connection with the offer and sale of the above referenced securities. This prospectus supplement should be read in conjunction with the prospectus, and this prospectus supplement is qualified by reference to the prospectus, except to the extent that the information provided by this prospectus supplement supersedes the information contained in the prospectus.

**The securities offered in the prospectus involve a high degree of risk. You should carefully consider the Risk Factors beginning on page 6 of the prospectus in determining whether to purchase the SINA zero coupon convertible subordinated notes or the ordinary shares.**

The table captioned Selling Securityholders commencing on page 46 of the prospectus is hereby amended to reflect the following additions and changes.

| <b>Selling Securityholder</b>              | <b>Principal Amount of<br/>Notes Beneficially<br/>Owned and Offered</b> | <b>Percentage<br/>of<br/>Outstanding<br/>Notes</b> | <b>Ordinary<br/>Shares<br/>Issuable Upon<br/>Conversion of<br/>the<br/>Notes that<br/>May be<br/>Sold (1)</b> | <b>Percentage<br/>of<br/>Ordinary<br/>Shares<br/>Outstanding(2)</b> |
|--|---|--|---|---|
| TAG Associates, LLC (23)                   | \$ 49,000   | *  | 1,899   | *   |
| Alexandra Global Master Fund, Ltd.<br>(24) | \$5,000,000   | 5.0%   | 193,873   | *   |

\* Less than one percent (1%)

(1) Assumes conversion of all of the securityholder's Notes at a conversion rate of 38.77471 ordinary shares per \$1,000 principal amount of the Notes. This conversion rate is subject to adjustment as described under Description of the Notes Conversion Rights. As a result, the number of ordinary shares issuable upon conversion of the Notes may increase in the future. Excludes ordinary shares that may be issued by us upon the repurchase of the Notes and fractional shares.

(2) Based in 48,453,987 ordinary shares outstanding as of the close of business on November 15, 2003.

(23)

The securityholder has informed us that Paul Leutronica has investment control over the securities beneficially owned by this securityholder.

- (24) The securityholder has informed us that Alexandra Investment Management, LLC, a Delaware limited liability company ( Alexandra ), serves as investment adviser to this securityholder. By reason of such relationship, Alexandra may be deemed to share dispositive power or investment control over the securities beneficially owned by this securityholder. Alexandra disclaims beneficial ownership of such securities. The securityholder has also informed us that Messrs. Mikhail A. Filimonov ( Filimonov ) and Dmitri Sogoloff ( Sogoloff ) are managing members of Alexandra. By reason of such relationships, Filimonov and Sogoloff may be deemed to share dispositive power or investment control over the securities beneficially owned by this securityholder. Filimonov and Sogoloff disclaim beneficial ownership of such securities.

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The date of this Prospectus Supplement is June 29, 2004.