

SINA CORP  
Form POS AM  
April 14, 2006

As filed with the Securities and Exchange Commission on April 14, 2006  
Registration No. 333-109410

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

Post-Effective Amendment No. 1  
to  
Form S-3  
REGISTRATION STATEMENT  
UNDER  
THE SECURITIES ACT OF 1933

SINA CORPORATION  
*(Exact Name of Registrant as Specified in Its Charter)*

Cayman Islands  
*(State or Other Jurisdiction of  
Incorporation or Organization)*

52-2236363  
*(I.R.S. Employer  
Identification Number)*

Room 1802, United Plaza  
1468 Nan Jing Road West  
Shanghai 200040, China  
(86-21) 6289 5678

*(Address, Including Zip Code, and Telephone Number, Including Area Code, of Registrant's Principal Executive  
Offices)*

Edward Wu  
2988 Campus Drive, Suite 100  
San Mateo, CA 94403  
(650) 638-9228

*(Name, Address, Including Zip Code, and Telephone Number, Including Area Code, of Agent for Service)*

*COPY TO:*  
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**EXPLANATORY NOTE**

This Post-Effective Amendment No. 1 amends the Registration Statement on Form S-3 (Registration No. 333-109410) (the Registration Statement ) on which Sina Corporation (the Registrant ) registered \$100,000,000 of zero coupon convertible subordinated notes due 2023 and 3,877,471 ordinary shares, par value \$0.133 per share, of the Registrant (the Securities ) to be offered and sold by certain selling securityholders of the Registrant described in the Registration Statement (the Selling Securityholders ).

The Securities and Exchange Commission declared the Registration Statement effective on January 2, 2004. As of the date hereof, the Registrant believes that \$2,000,000 of the Securities covered by the Registration Statement have not been sold by the Selling Securityholders. The Registrant had an obligation pursuant to a registration rights agreement to maintain the effectiveness of the Registration Statement only until January 2, 2006 and desires that the Registration Statement no longer be considered effective with respect to any unsold Securities. Accordingly, this Post-Effective Amendment is being filed to deregister all unsold Securities.

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**SIGNATURE**

Pursuant to the requirements of the Securities Act of 1933, the registrant has duly caused this registration statement to be signed on its behalf by the undersigned, thereunto duly authorized, in the City of Beijing, China, on April 14, 2006.

SINA CORPORATION

By: /s/ Charles Chao  
Name: Charles Chao  
Title: President and Chief Financial Officer