

The9 LTD
Form 6-K
April 08, 2008
Table of Contents

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION

Washington D.C. 20549

REPORT OF FOREIGN ISSUER

PURSUANT TO RULE 13a-16 OR 15d-16 OF THE

SECURITIES EXCHANGE ACT OF 1934

For the month of April 2008

Commission File Number: 000-51053

THE9 LIMITED

Building No. 3, 690 Bibo Road

Zhangjiang Hi-tech Park, Pudong New Area

Shanghai 201203, People's Republic of China

(Address of principal executive offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

82- N/A

Table of Contents

THE9 LIMITED

Form 6-K

TABLE OF CONTENTS

| | |
|---------------------|-------------|
| <u>Signature</u> | Page |
| <u>Exhibit 99.1</u> | 3 |
| | 4 |

Table of Contents

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

THE9 LIMITED

By: /s/ Jun Zhu

Name: Jun Zhu

Title: Chairman and Chief Executive Officer

Date: April 8, 2008

Table of Contents

Exhibit 99.1

The9 Limited Announces Appointment of Chief Financial Officer

Shanghai, China April 7, 2008. The9 Limited (NASDAQ: NCTY) (The9), a leading online game operator in China, today announced that it has appointed Mr. Tony Tse as Chief Financial Officer of the company, effective April 7, 2008.

Prior to joining The9, Mr. Tse served at UOB Asia (Hong Kong) Limited. From May 2002 to July 2005, he served as Vice President of Equity Capital Markets at DBS Asia Capital Limited. From June 2000 to April 2002, he served as assistant manager of the GEM-Listing Division at Hong Kong Exchanges and Clearing Limited. Prior to that, Mr. Tse served in various positions at Deloitte Touche Tohmatsu, Hong Kong, BDO Dunwoody, Chartered Accountant, Canada, and Ernst & Young, Hong Kong. Mr. Tse received his EMBA degree from Richard Ivey School of Business, University of Western Ontario, Canada, and Bachelor degree in Finance and Accounting from University of Salford, United Kingdom.

Mr. Jun Zhu, The9's Chairman and Chief Executive Officer, commented: We are pleased to welcome Tony on board to our senior management team. Tony brings with him broad experience in the investment banking community, and deep insights into the global capital markets. We believe Tony will be a solid addition to The9's management team and his diverse skill-set will make him an important asset for the company's future development.

About The9 Limited

The9 Limited is a leading online game operator in China. The9's business is primarily focused on operating and developing high-quality games for the Chinese online game market. The9 directly or through affiliates operates licensed MMORPGs, consisting of MU[®], Blizzard Entertainment[®]'s World of Warcraft, Soul of The Ultimate Nation[™], Granado Espada, and its first proprietary MMORPG, Joyful Journey West[™], in mainland China. It has also obtained exclusive licenses to operate additional MMORPGs and advanced casual games in mainland China, including Hellgate: London, Ragnarok Online 2, Emil Chronicle Online, Huxley[™], FIFA Online 2, Audition 2, Field of Honor and Audition. In addition, The9 is also developing various proprietary games, including Warriors of Fate Online[™] and Fantastic Melody Online[™].

Table of Contents

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as will, expects, anticipates, future, intends, plans, believes, estimates and similar statements. Among other things, the business outlook and quotations from management in this press release contain forward-looking statements. The9 may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission on Forms 20-F and 6-K, etc., in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about The9's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Potential risks and uncertainties include, but are not limited to, The9's limited operating history as an online game operator, political and economic policies of the Chinese government, the laws and regulations governing the online game industry, information disseminated over the Internet and Internet content providers in China, intensified government regulation of Internet cafes, The9's ability to retain existing players and attract new players, license, develop or acquire additional online games that are appealing to users, anticipate and adapt to changing consumer preferences and respond to competitive market conditions, and other risks and uncertainties outlined in The9's filings with the U.S. Securities and Exchange Commission, including its annual reports on Form 20-F. The9 does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

For further information, please contact:

Ms. Dahlia Wei

Senior Manager, Investor Relations

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