

The9 LTD  
Form 6-K  
April 14, 2008  
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## **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)**

## Edgar Filing: The9 LTD - Form 6-K

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

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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 14, 2008

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**Exhibit 99.1**

**Blizzard Entertainment®'s World of Warcraft: The Burning Crusade®  
Surpasses One Million Peak Concurrent Player Milestone  
in Mainland China**

**Shanghai, China April 11, 2008.** The9 Limited (NASDAQ: NCTY) (The9), a leading online game operator in China, today announced that Blizzard Entertainment®'s World of Warcraft, the subscription-based massively multiplayer online role-playing game (MMORPG) has achieved a record peak concurrency of 1 million, the highest concurrency since the game's commercial launch in June 2005, following the launch of its new expansion pack, World of Warcraft: The Burning Crusade®, in mainland China on September 6, 2007.

World of Warcraft: The Burning Crusade is the first expansion pack for the massively multiplayer online role-playing game developed by Blizzard Entertainment and operated by The9 in mainland China. In addition to continuing World of Warcraft's epic story line, Blizzard Entertainment's Burning Crusade expansion pack has extended the existing game content in a variety of ways, raising the original game to new heights. After the launch of the expansion pack, many existing players returned to the game and numerous new players have also been attracted to participate in the experience. It is no doubt that the epic game content and quality of Blizzard Entertainment's World of Warcraft: The Burning Crusade has once again written a new chapter in mainland China's online game history.

**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™.

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### **About Blizzard Entertainment, Inc.**

Best known for blockbuster hits including *World of Warcraft*® and the *Warcraft*®, *StarCraft*®, and *Diablo*® series, Blizzard Entertainment, Inc. (www.blizzard.com), a division of Vivendi Games, is a premier developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games. Blizzard Entertainment's track record includes ten #1-selling games and multiple Game of the Year awards. The company's online-gaming service, Battle.net, is one of the largest in the world, with millions of active users.

### **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  
The9 Limited  
Tel: +86 (21) 5172-9990  
Email: IR@corp.the9.com  
Website: <http://www.corp.the9.com/>