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**KongZhong Corporation**  
**35th Floor, Tengda Plaza**  
**No. 168 Xizhimenwai Street**  
**Beijing 100044, China**

November 5, 2015

Dear Shareholder:

You are cordially invited to attend the 2015 Annual General Meeting of Shareholders of KongZhong Corporation (the “Company”). We will hold the meeting on December 16, 2015 at 2 p.m., Beijing time, at our offices on the 35th Floor, Tengda Plaza, No. 168 Xizhimenwai Street, Beijing, China. We hope that you will be able to attend.

Enclosed you will find a notice setting forth the business expected to come before the Annual General Meeting, our Proxy Statement, a form of proxy card. At this year’s Annual General Meeting, the agenda includes proposals to re-elect one Independent Director, re-elect one Director, and reappoint our independent auditor for the 2015 fiscal year.

Our Board of Directors has decided that each of the proposals is in the best interests of the Company and its shareholders and therefore recommends that you vote FOR each of these proposals.

Your vote is very important to us. Whether or not you plan to attend the Annual General Meeting in person, your shares should be represented and voted. After reading the enclosed Proxy Statement, please complete, sign, date and promptly return the proxy card in the self-addressed envelope that we have included for your convenience. Submitting the proxy before the Annual General Meeting will not preclude you from voting in person at the Annual General Meeting should you decide to attend.

Sincerely,

A handwritten signature in black ink, appearing to be 'Leilei Wang', written over a horizontal line.

Leilei Wang  
Chief Executive Officer  
Beijing, China

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**KongZhong Corporation**  
**35th Floor, Tengda Plaza**  
**No. 168 Xizhimenwai Street**  
**Beijing 100044, China**

**Notice of 2015 Annual General Meeting of Shareholders**

November 5, 2015

The 2015 Annual General Meeting of Shareholders of KongZong Corporation will be held at the 35th Floor, Tengda Plaza, No. 168 Xizhimenwai Street, Beijing, China, on December 16, 2015, at 2 p.m., Beijing time, for the purpose of considering and, if thought fit, passing and approving the following resolutions:

1. As an Ordinary Resolution, THAT the incumbent Independent Director Hope Ni be re-elected as an Independent Director for an additional three-year term, to expire at the 2018 Annual General Meeting of Shareholders; and
2. As an Ordinary Resolution, THAT the incumbent Director Tai Fan be re-elected as a Director for a three-year term, to expire at the 2018 Annual General Meeting of Shareholders; and
3. As an Ordinary Resolution, THAT Deloitte Touche Tohmatsu be re-appointed as the Company's independent auditor for the fiscal year 2015, to hold office until the next Annual General Meeting of Shareholders.

And to transact such other business as may properly come before the Annual General Meeting.

Additional information regarding the matters to be acted on at the Annual General Meeting can be found in the accompanying Proxy Statement.

All holders of record of the Company's ordinary shares (but not holders of American Depositary Shares) as of November 5, 2015, will be entitled to attend and vote at the Annual General Meeting.

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This notice of 2015 Annual General Meeting of Shareholders and the Proxy Statement are also available through our website at <http://ir.kongzhong.com>.

By Order of the Board of Directors,

A handwritten signature in black ink, consisting of a large, stylized 'L' followed by a horizontal line and a small flourish.

Leilei Wang  
Chief Executive Officer  
Beijing, China

**SHAREHOLDERS:** PLEASE MARK, SIGN, DATE AND PROMPTLY RETURN THE PROXY CARD IN THE ENCLOSED ENVELOPE SO IT IS RECEIVED NO LATER THAN DECEMBER 9, 2015, 10 A.M., BEIJING TIME.