

ELONG, INC.

**TO THE REGISTERED HOLDERS OF AMERICAN DEPOSITARY RECEIPTS ("ADRs")
REPRESENTING ORDINARY SHARES OF
ELONG, INC.**

FOLD AND DETACH HERE

FOR

the nominee(s) listed below (except
as marked to the contrary below)

WITHHOLD AUTHORITY

to vote for the nominee(s)
listed below

Resolution 1.

The election of the following nine (9) individuals to the Board of Directors of the Company, each to hold office until such individual's successor is duly elected at the next Annual Meeting (or until such person's earlier resignation or removal):

- | | | |
|----------------------------|---------------------|--------------------|
| 1. Fernando Gil de Bernabé | 4. Henrik Kjellberg | 7. Michael Scown |
| 2. Thomas Gurnee | 5. Jens Parkitny | 8. Johan Svanstrom |
| 3. Arthur Hoffman | 6. Cyril Ranque | 9. Justin Tang |

Withheld for the nominee(s) you list below: (Write the nominee's name in the space provided below.)

Address Change

Mark box, sign and indicate changes/comments below:

FOR

AGAINST

ABSTAIN

Resolution 2.

The amendment of the eLong, Inc. 2009 Share and Annual Incentive Plan (the "2009 Plan") to permit members of the Company's Board of Directors to be eligible for grants thereunder, and the approval of the 2009 Plan as so amended.

Resolution 3. Such other business as may properly come before the meeting.
Non-Voting

Mark box at right if you wish to give a discretionary proxy to a person designated by the Company.

PLEASE NOTE: Marking this box voids any other instructions indicated on this card.

Sign Below

Date: _____

Please sign this Voting Instruction Card exactly as your name(s) appear(s) on the face of this card and on the books of the Depository. Joint owners should each sign personally. Trustees and other fiduciaries should indicate the capacity in which they sign, and where more than one name appears, a majority must sign. If a corporation, this signature should be that of an authorized officer who should state his or her title.

eLong, Inc.
JPMorgan Chase Bank, N.A., Depository
P.O. Box 64506, St. Paul, MN 55164-0506

Voting Instruction Card

JPMorgan Chase Bank, N.A. (the "Depository") has received advice that the Annual General Meeting (the "Meeting") of eLong, Inc. (the "Company") will be held at 5:00 p.m. (Beijing Time), on Wednesday, December 30, 2009, at the Company's office located at Block B, Xingke Plaza Building, 10 Jiuxianqiao Middle Road, Chaoyang District, Beijing 100016, People's Republic of China, for the purposes set forth on this card.

If you are desirous of having the Depository, through its Nominee or Nominees, vote or execute a proxy to vote the Ordinary Shares represented by your ADRs FOR or AGAINST or to ABSTAIN from the Resolutions, to be proposed at the Meeting, kindly execute and forward to the Depository, the attached Voting Instruction Card. The enclosed postage paid envelope is provided for this purpose. The Voting Instruction Card should be executed in such a manner as to show clearly whether you desire the Nominee or the Nominees of the Depository to vote FOR or AGAINST or to ABSTAIN from the Resolutions. Alternatively, you may include instructions to give a discretionary proxy to a person designated by the Company. The Voting Instruction Card MUST be forwarded in sufficient time to reach the Depository before 12:00 p.m., New York City time, December 28, 2009. Only the registered holders of record at the close of business on November 19, 2009, will be entitled to execute the attached Voting Instruction Card.

The signatory, a registered holder of ADRs representing Ordinary Shares of the Company, as of November 19, 2009, hereby requests and authorizes the Depository, through its Nominee or Nominees, to vote or execute a proxy to vote the underlying Ordinary Shares of the Company represented by such ADRs, on the Resolutions at the Meeting.

These instructions, when properly signed and dated, will be voted in the manner directed herein. If you mark the box to indicate that you wish to give a discretionary proxy to a person designated by the Company, the underlying Ordinary Shares represented by your ADRs will be voted by such person in his or her discretion.

NOTE: In order to have the aforesaid shares voted, this Voting Instruction Card must be returned before 12:00 p.m., December 28, 2009.

NOTE: You may also view and download from the Company's website the following relevant materials:

- (i) the Company's Annual Report on Form 20-F for the year ended December 31, 2008, at:
http://www.elong.net/AboutUs/sec_filings.html; and
- (ii) the Company's Notice of Annual General Meeting of Shareholders at:
<http://www.elong.net/AboutUs/Shareholdersmeetings.html>

JPMorgan Chase Bank, N.A., Depository

PLEASE MARK, DATE AND SIGN ON REVERSE SIDE AND RETURN PROMPTLY IN THE ENCLOSED ENVELOPE.

Please see reverse side for Voting Instructions.