



ELONG, INC.

**NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS
TO BE HELD ON DECEMBER 30, 2009**

To all Shareholders of eLong, Inc.:

You are cordially invited to attend the Annual General Meeting of Shareholders (the “Annual Meeting”) of eLong, Inc. (the “Company”) to 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. The Annual Meeting will consider the following matters:

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):
 - Fernando Gil de Bernabé
 - Thomas Gurnee
 - Arthur Hoffman
 - Henrik Kjellberg
 - Jens Parkitny
 - Cyril Ranque
 - Michael Scown
 - Johan Svanstrom
 - Justin Tang
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.
3. Such other business as may properly come before the meeting.

Only shareholders of record at the close of business on **Thursday, November 19, 2009** (Eastern Standard Time) (the “Record Date”) will be entitled to notice of and to vote at the meeting or any adjournment or postponement thereof. Any shareholder not able to attend the meeting in person may appoint a proxy by making such appointment in writing to attend the Annual General Meeting of Shareholders on behalf of such shareholder and to vote such shareholder’s shares accordingly. A form of proxy is attached as Exhibit A hereto. Holders of American Depositary Receipts (“ADRs”) may instruct JPMorgan Chase Bank, N.A. (the “ADR Depository”) to vote the ordinary shares represented by the holder’s ADRs by completing the Voting Instruction Card furnished by, or electronically pursuant to e-consent procedures of, the ADR Depository.

This notice is given to all shareholders of eLong, Inc. pursuant to Section 34 of the Company’s Second Amended and Restated Articles of Association.

/s/ Sami Farhad
Sami Farhad
Company Secretary

FORM OF PROXY FOR
ELONG, INC.
ANNUAL GENERAL MEETING OF SHAREHOLDERS

I, _____ of _____, the holder of _____ ordinary shares in eLong, Inc. (the "Company") hereby appoint _____ or failing him/her _____ as my proxy to vote on my behalf at the annual general meeting of shareholders of the Company to be held on the 30th day of December 2009, and at any adjournment or postponement thereof.

Signature/Corporate seal of the above named _____

Signature of Witness: _____

Dated this _____ day of _____, 2009