

eLong, Inc.  
Form 6-K  
December 20, 2012

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 6-K**

Report of Foreign Private Issuer Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934

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For the Month of December 2012

Commission File Number: 000-50984

**eLong, Inc.**

(Exact Name of Registrant as Specified in its Charter)

Xingke Plaza, Tower B, Third Floor  
10 Middle Jiuxianqiao Road  
Chaoyang District  
Beijing 100015, People's Republic of China  
(Address of principal executive offices)

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):  No  x

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**Note:** Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

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): \_\_\_\_\_ No  x

**Note:** Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's "home country"), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

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  x

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

\_\_\_\_\_

On December 20, 2012 (Beijing time), eLong, Inc. (NASDAQ: LONG), a leading online travel company in China, held its annual general meeting of shareholders. At the meeting the following eleven persons were re-elected to the Board of Directors of eLong, Inc.:

Fernando Gil de Bernabé,

Guangfu, Cui,

Dhiren Fonseca,

Thomas Gurnee,

Dara Khosrowshahi,

Henrik Kjellberg,

Dan Lynn,

Cyril Ranque,

Michael Scown,

Johan Svanstrom, and

Xiaoguang Wu.

\* \* \*

#### **About eLong, Inc.**

eLong, Inc. (Nasdaq: [LONG - News](#)) is a leading online travel service provider in China. Headquartered in Beijing, eLong provides business and leisure travelers a leading selection of almost 36,000 hotels in China and over 160,000 international hotels in over 200 countries worldwide. eLong empowers travelers to make informed travel decisions with user-friendly website and mobile technology, a 24-hour customer service center and easy to use booking tools such as maps, destination guides, photographs, virtual tours and user reviews. eLong can also fulfill domestic and international air ticket reservations across China. eLong's largest shareholders are Expedia, Inc. (Nasdaq: EXPE) and Tencent Holdings Ltd. (HKSE: [0700](#)). eLong operates websites including [www.elong.com](http://www.elong.com), [www.elong.net](http://www.elong.net) and [www.xici.net](http://www.xici.net).

**For further information:**

eLong, Inc.

Investor Relations

[ir@corp.elong.com](mailto:ir@corp.elong.com)

+86-10-6436-7570

SIGNATURE

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.

DATED: December 20, 2012      ELONG, INC.

By: /s/ Sami Farhad  
Name: Sami Farhad

Title: Vice President & General Counsel