

Baidu to Report Third Quarter 2008 Financial Results on October 22, 2008

October 10, 2008 5:01 AM ET

BEIJING, Oct. 10 /Xinhua-PRNewswire/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced that it will report its financial results for the third fiscal quarter ended September 30, 2008, after the U.S. market closes on October 22, 2008. Baidu's management will hold an earnings conference call at 8:00 PM on October 22, 2008 U.S. Eastern Time (8:00 AM on October 23, 2008 Beijing/Hong Kong time).

(Logo: <http://www.newscom.com/cgi-bin/prnh/20041011/BAIDULOGO>)

Dial-in details for the earnings conference call are as follows:

US: +1-617-786-2902
UK: +44-207-365-8426
Hong Kong: +852-3002-1672

Passcode for all regions: 55689997

A replay of the conference call may be accessed by phone at the following number until October 29, 2008:

International: + 1-617-801-6888

Passcode: 69587650

Additionally, a live and archived webcast of this conference call will be available at <http://ir.baidu.com> .

About Baidu

Baidu.com, Inc. is the leading Chinese language Internet search provider. As a technology-based media company, Baidu aims to provide the best way for people to find information. In addition to serving individual Internet search users, Baidu provides an effective platform for businesses to reach potential customers. Baidu's ADSs, each of which represents one Class A ordinary share, currently trade on the NASDAQ Global Select Market under the symbol "BIDU".

For investor inquiries please contact:

China

Linda Sun
Baidu.com, Inc.
Tel: +86-10-8262-1188
Email: ir@baidu.com

Helen Plummer
Ogilvy Financial, Beijing
Tel: +86-10-8520-3090
Email: helen.plummer@ogilvy.com

U.S.

Thomas Smith
Ogilvy Financial, New York
Tel: +1-212-880-5269
Email: thomas.smith@ogilvypr.com

For media inquiries please contact:

Ceren Wende
Ogilvy Financial, Beijing
Tel: +86-10-8520-6514
Email: ceren.wende@ogilvy.com

