

Baidu Moves into New Headquarters

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BEIJING, Nov. 18 /PRNewswire-Asia/ -- Baidu, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced the relocation of its headquarters to Shangdi, an area designated by the Beijing municipal government as the center of the city's information technology industry. The new facility, called Baidu Campus, occupies 91,500 square meters of gross floor area and currently houses approximately 3,000 of Baidu's employees.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20081103/BAIDULOGO>)

"I am very excited about the long-awaited move to Baidu Campus," said Robin Li, Baidu's chairman and chief executive officer. "Bringing our teams together in this state-of-the-art facility will improve operational efficiency and communications effectiveness. We look forward to leveraging these benefits to serve the needs of our growing base of users and customers through continued focus on search and innovation."

Baidu's new headquarters address:
Baidu Campus
No. 10 Shangdi 10th Street
Haidian District
Beijing, 100085
The People's Republic of China
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About Baidu

Baidu, 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, are currently trading on the NASDAQ Global Select Market under the symbol "BIDU."

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Statements that are not historical facts, including statements about Baidu's beliefs and expectations, are forward-looking statements. Among other things, quotations from management in this announcement contain forward-looking statements. Forward-looking statements involve inherent risks and uncertainties that could cause actual results to differ materially from those contained in any forward-looking statements. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: our growth strategies; our future business development, including development of new products and services; our ability to attract and retain users and customers; competition in the Chinese and Japanese language Internet search markets; competition for online marketing customers; changes in our revenues and certain cost or expense items as a percentage of our revenues; the outcome of ongoing, or any future, litigation or arbitration, including those relating to intellectual property rights; the expected growth of the Chinese language Internet search market and the number of Internet and broadband users in China; Chinese governmental policies relating to the Internet and Internet search providers and general economic conditions in China, Japan and elsewhere. Further information regarding these and other risks is included in our annual report on Form 20-F and other documents filed with the Securities and Exchange Commission. All information provided in this press release is as of November 18th, 2009, and Baidu undertakes no duty to update such information, except as required under applicable law.

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