

Baidu to Report Third Quarter 2011 Financial Results on October 27, 2011

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BEIJING, Oct. 13, 2011 /PRNewswire via COMTEX/ --

Baidu, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced that it will report its financial results for the third quarter ended September 30, 2011, after the U.S. market closes on October 27, 2011. Baidu's management will hold an earnings conference call at 8:00 PM on October 27, 2011 U.S. Eastern Time (8:00 AM on October 28, 2011 Beijing/Hong Kong time).

(Logo: <http://photos.prnewswire.com/prnh/20081103/BAIDULOGO>)

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

International: +65-6723-9381

US: +1718-354-1231

UK: +0808-234-6646

Hong Kong: +852-2475-0994

Passcode for all regions: 18772241

A replay of the conference call may be accessed by phone at the following number until November 3, 2011:

International: +61-2-8235-5000

Passcode: 18772241

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

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 trade on the NASDAQ Global Select Market under the symbol "BIDU". Currently, ten ADSs represent one Class A ordinary share.

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