

## Baidu to Report Second Quarter 2009 Financial Results on July 23, 2009

July 17, 2009 6:02 AM ET

BEIJING, July 17 /PRNewswire-Asia/ -- Baidu, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced that it will report its financial results for the second quarter ended June 30, 2009, after the U.S. market closes on July 23, 2009. Baidu's management will hold an earnings conference call at 8:00 PM on July 23, 2009 U.S. Eastern Time (8:00 AM on July 24, 2009 Beijing/Hong Kong time).

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

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

US: +1.617.597.5310  
UK: +44.207.365.8426  
Hong Kong: +852.3002.1672

Passcode for all regions: 99930542

A replay of the conference call may be accessed by phone at the following number until July 31, 2009:

International: +1.617.801.6888

Passcode: 60289094

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, each of which represents one Class A ordinary share, currently trade on the NASDAQ Global Select Market under the symbol "BIDU".

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SOURCE Baidu, Inc.

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(BIDU)

CO: Baidu, Inc.

ST: China

IN: CPR ENT ITE MLM STW

SU: CCA

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