

Baidu.com, Inc. Announces Initial Public Offering

August 5, 2005 12:00 AM ET

New York, August 5, 2005 -- Today, Baidu.com, Inc. (NASDAQ: BIDU), the leading Chinese language Internet search provider, announced its initial public offering of 4,040,402 American depository shares, or ADSs. Each ADS represents one Class A ordinary share. The ADSs are evidenced by American depository receipts, or ADRs. The ADSs began trading today at US\$27 per ADS on the NASDAQ National Market under the symbol "BIDU."

The offering consists of 3,208,696 ADSs offered by Baidu and 831,706 ADSs offered by selling shareholders. The company and selling shareholders have granted the underwriters a 30-day option to purchase up to an additional 481,304 and 82,518 ADSs, respectively, to cover over-allotments, if any.

Goldman Sachs (Asia) L.L.C. and Credit Suisse First Boston acted as joint book-runners and Piper Jaffrey as co-manager for the offering.

Baidu's registration statement relating to the ADSs offered in the offering was declared effective as of August 4, 2005 by the U.S. Securities and Exchange Commission. This press release shall not constitute an offer to sell or a solicitation of an offer to buy any securities, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

A copy of the prospectus relating to this offering may be obtained from Goldman, Sachs & Co., c/o Prospectus Department, 85 Broad Street New York, NY 10004, phone number: 212-902-1171.

About Baidu

Baidu.com, Inc. is the leading Internet search provider in China. As a media-based technology company, Baidu aims to provide the best way for people to find information. In addition to serving individual search users, Baidu provides an effective platform for businesses to reach potential customers. For more information about Baidu, please visit www.Baidu.com.

Safe Harbor Statements

This press release includes statements that may constitute forward-looking statements made pursuant to the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Although Baidu believes that the expectations reflected in such forward-looking statements are based on reasonable assumptions, such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected.

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