

Baidu and eBay EachNet Expand Strategic Cooperation in China

November 8, 2006 6:58 AM ET

BEIJING, Nov. 8 /Xinhua-PRNewswire/ -- Baidu Inc. (Nasdaq: BIDU), the leading Chinese Internet search provider, and eBay EachNet, the leading e-commerce company in China, today announced an agreement to collaborate in new ways that will enable each company to better serve their millions of users, merchants and advertisers in China.

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

The multi-year agreement is focused on three areas of enhanced cooperation: Baidu will promote PayPal Beibao, PayPal's service in China, as the preferred online payment method on Baidu. In return, Baidu will become the exclusive provider of text-based search advertising on eBay EachNet, eBay's China subsidiary and a leading e-commerce company in China. Additionally, eBay EachNet and Baidu will develop a co-branded toolbar designed to leverage each other's expertise in online protection.

"eBay EachNet has worked closely with Baidu since 2000, and we are very pleased to continue and further develop this long-standing relationship," said Jeff Liao, CEO of eBay EachNet. "As the leading search advertising platform in China, Baidu offers a dynamic online audience and drives significant traffic through its search service and other community channels to our site. We are excited to work together on new ways to better serve users, merchants and online advertisers in China."

"We're very pleased to form this strategic partnership with eBay EachNet," said David Zhu, COO of Baidu. "Today, online shopping is one of the fastest growing segments in China and as the most vibrant online trading community in China, eBay EachNet has been playing a driving role in that development. By leveraging Baidu's leading technology to link users and merchants to relevant advertising across eBay EachNet's platform, this partnership will increase eBay EachNet's ability to deliver value to their users, merchants and advertisers in China."

The two companies plan to begin testing the text-based search advertising on eBay EachNet in the first quarter of 2007 and expect to have the full implementation in place during the second quarter of 2007.

Additional details of the agreement include:

Online Payments

Baidu will add PayPal Beibao to its paid search channel as the preferred online payment service provider. Baidu will also promote PayPal Beibao's payment service as the preferred third-party payment solution on the Baidu Points platform. Baidu will also encourage its small and medium-sized merchants to use PayPal Beibao as their online payments processor.

Search and Advertising

Baidu will become the exclusive provider of text-based advertising on eBay EachNet. This agreement provides Baidu advertisers with access to one of the most robust online communities in China while enhancing the shopping experience for eBay EachNet buyers by making it easier to find the products they seek. eBay EachNet and Baidu have also agreed to work together more closely to better optimize eBay EachNet pages for Baidu's natural search engine.

Co-Branded Toolbar

Baidu and eBay EachNet plan to integrate their respective toolbar features. The co-branded toolbar will allow users to click on an eBay EachNet icon directly from the Baidu toolbar menu and be immediately directed to the eBay EachNet homepage. The Baidu toolbar has been downloaded by more than 20 million Baidu users to date, and lets consumers quickly link to preferred Baidu locations while offering enhanced online protection. The new co-branded toolbar will make it even easier for consumers to take advantage of both companies' offerings by providing quick access to information

wherever they are on the Web.

At this time, eBay and Baidu do not expect this agreement to have a material impact on their respective financial results during the period of the service agreement.

About eBay EachNet

eBay EachNet is the leading e-commerce company in China, allowing its community of users to buy and sell a wide range of items, from clothing and antique calligraphy to computers and real estate, in both auction and fixed-price formats. EachNet was founded in Shanghai in 1999, and became an eBay company in 2002.

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

For more information please contact:

eBay Inc.:
Catherine England
Tel: +1-408-376-8315
Email: caengland@ebay.com

Baidu:
China
Lesley Zhang
Baidu.com, Inc.
Tel: +86-10-8262-1188 x8239
Email: ir@baidu.com

Rory Macpherson
Ogilvy Public Relations Worldwide (Beijing)
Tel: +86-10-8520-6553
Email: rory.macpherson@ogilvy.com

US
Thomas Smith
Ogilvy Public Relations Worldwide (New York)
Tel: +1-212-880-5269
Email: thomas.smith@ogilvypr.com

SOURCE Baidu.com, Inc.

-0- 11/08/2006

/CONTACT: Catherine England of eBay Inc., +1-408-376-8315, or caengland@ebay.com; China - Lesley Zhang of Baidu.com, Inc., +86-10-8262-1188 x8239, or ir@baidu.com, or Rory Macpherson of Ogilvy Public Relations Worldwide (Beijing), +86-10-8520-6553 or rory.macpherson@ogilvy.com, or in US - Thomas Smith of Ogilvy Public Relations Worldwide (New York), +1-212-880-5269, or thomas.smith@ogilvypr.com, both for BAIDU /
/Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20041011/BAIDULOGO>
AP Archive: <http://photoarchive.ap.org>
PRN Photo Desk, +1-888-776-6555 or +1-212-782-2840/
/Web site: <http://www.baidu.com/>
(BIDU)

CO: Baidu.com, Inc.; eBay EachNet
ST: China
IN: CPR ECM ITE MLM PUB
SU: ASI LIC

M

-- CNW021 --

0959 11/08/2006 06:57 EST <http://www.prnewswire.com>