

## **Baidu Promotes Jerry Liu to Chief Technology Officer**

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BEIJING, Feb. 6 /Xinhua-PRNewswire/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced the promotion of Mr. Jerry Liu to Chief Technology Officer (CTO). Prior to the promotion, Mr. Liu had been the Vice President of Engineering since August 2000.

"Jerry was our first employee six years ago and has been integral in transforming Baidu from a new start-up company into the top search engine in China," said Robin Li, Baidu's Chairman and CEO. "Under his leadership, our technology team has attracted outstanding talents and developed into an exceptional team. His industry knowledge, technical expertise and management skills are unparalleled in China."

"With responsibility for innovation and new product development, Jerry and his team are expected to play a key role in developing innovative products and services appealing to Chinese users to ensure that Baidu will continue to provide the best Chinese language search experience," Mr. Li continued.

Mr. Liu has more than 15 years of experience in software engineering, R&D and management. He joined Baidu in January 2000 and in August 2000, he was appointed as the Vice President of Engineering responsible for supervising multiple teams of engineers and R&D projects and developing cutting edge technologies for search in Chinese.

Prior to joining Baidu, Mr. Liu was an associate professor in the department of computer science and technology at Peking University where he supervised numerous research projects funded by the Chinese National Science Foundation and the National Planning Committee. During his tenure, Mr. Liu and his team developed various technology products including the first Chinese language search engine.

Mr. Liu holds a bachelor's degree in computer science and engineering from Xi'an JiaoTong University and a master's degree in computer science from Peking University. He was a visiting scholar in the department of computer science at the University of Illinois at Urbana-Champaign from 1997 to 1998.

### 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 ADSs, each of which represents one Class A ordinary share, trade on the NASDAQ National 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" and similar statements. Among other things, the quotations from management in this announcement contain forward-looking statements. Baidu may also make written or oral forward- looking statements in its periodic reports to the U.S. Securities and Exchange Commission on forms 20-F and 6-K, etc., in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about Baidu's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. 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, results of operations and financial condition; expected changes in our margins and certain cost or expense items as a percentage of our revenues; our ability to attract and retain users and customers; competition in the Chinese language Internet search market; the outcome of ongoing, or any future, litigation or arbitration,

including those relating to copyright, patent and other intellectual property rights; the expected growth of the Chinese language Internet search market and the number of Internet and broadband users in China; and Chinese governmental policies relating to the Internet and Internet content providers. Further information regarding these and other risks is included in our registration statement on Form F-1, as amended, filed with the Securities and Exchange Commission. Baidu does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

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