

## **Baidu to Report Second Quarter 2012 Financial Results on July 23, 2012**

July 12, 2012 6:01 AM ET

BEIJING, July 12, 2012 /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, 2012, after the U.S. market closes on July 23, 2012. Baidu's management will hold an earnings conference call at 8:00 PM on July 23, 2012 U.S. Eastern Time (8:00 AM on July 24, 2012 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:	+1-718-354-1231
UK:	+44-20-3059-8139
Hong Kong:	+852-2475-0994

Passcode for all regions: 98897814

A replay of the conference call may be accessed by phone at the following number until July 30, 2012:

International:	+61-2-8235-5000
Passcode:	98897814

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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