

## Baidu to Report Fourth Quarter 2009 Financial Results on February 9, 2010

January 26, 2010 5:02 AM ET

BEIJING, Jan 26, 2010 /PRNewswire via COMTEX/ -- Baidu, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced that it will report its financial results for the fourth quarter ended December 31, 2009, after the U.S. market closes on February 9, 2010. Baidu's management will hold an earnings conference call at 8:00 PM on February 9, 2010 U.S. Eastern Time (9:00 AM on February 10, 2010 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: +1.617.786.2905  
UK: +44.207.365.8426  
Hong Kong: +852.3002.1672

Passcode for all regions: 19218446

A replay of the conference call may be accessed by phone at the following number until February 17, 2010:

International: +1.617.801.6888

Passcode: 82003079

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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