

Baidu to Report Second Quarter Financial Results on July 26, 2006

July 4, 2006 11:14 PM ET

BEIJING, July 4 /Xinhua-PRNewswire/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced that it will report its financial results for the quarter ended June 30, 2006, after the U.S. market closes on July 26, 2006. Baidu's management will hold an earnings conference call at 9 PM on July 26, 2006 U.S. Eastern Daylight Time (9 AM on July 27, 2006 Beijing/Hong Kong time).

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

Due to the timing of the earnings release, the original lock-up restrictions on certain shareholders of Baidu will be extended for an additional 18 days from the date of the earnings release pursuant to the terms of the lock-up letters executed by these shareholders. As a result, all of the shares held by Baidu's pre-IPO shareholders will be released from the contractual lock-up restrictions on August 13, 2006.

Dial-in details for the earnings conference call are as follows:

US: 1 617 213 8055
UK: 44 800 2800 2002
Hong Kong: 852 3002 1672
Passcode for all regions: 85731630

A replay of the conference call may be accessed by phone at the following number until 11 PM on July 29, 2006 U.S. Eastern Daylight Time.

International: 1 617 801 6888

Passcode: 57179833

Additionally, a live and archived webcast of this conference call will be available at <http://ir.baidu.com> .

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, currently trade on the NASDAQ National Market under the symbol "BIDU".

For more information, please contact:

China

Cynthia He
Baidu.com, Inc. (Beijing)
Tel: +86-10-8262-1188
Email: ir@baidu.com

Philip Lisio
Ogilvy Public Relations Worldwide (Beijing)
Tel: +86-10-8520-6505
Email: philip.lisio@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

