

## Baidu to Report Third Quarter 2010 Financial Results on October 21, 2010

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BEIJING, Oct 15, 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 third quarter ended September 30, 2010, after the U.S. market closes on October 21, 2010. Baidu's management will hold an earnings conference call at 8:00 PM on October 21, 2010 U.S. Eastern Time (8:00 AM on October 22, 2010 Beijing/Hong Kong time).

(Logo: <http://photos.prnewswire.com/prnh/20081103/BAIDULOGO>)

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

US:	+1.617.597.5343
UK:	+44.207.365.8426
Hong Kong:	+852.3002.1672

Passcode for all regions: 48293357

A replay of the conference call may be accessed by phone at the following number until October 28, 2010:

International:	+1.617.801.6888
Passcode:	57701850

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 currently trade on the NASDAQ Global Select Market under the symbol "BIDU". Each of Baidu's Class A ordinary shares is represented by 10 ADSs.

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