

## **Toshikazu Inoue Named President of Baidu Japan**

August 1, 2008 5:02 AM ET

BEIJING, Aug. 1 /Xinhua-PRNewswire/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced the appointment of Toshikazu Inoue as President of Baidu, Inc., Baidu's Japanese Subsidiary ("Baidu Japan"), effective August 1, 2008.

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

"We are very pleased to have Toshikazu Inoue joining us as President of Baidu Japan," said Robin Li, Baidu's chairman and chief executive officer. "Mr. Inoue is recognized across Asia as a pioneer in the Japanese Internet search market. He joins Baidu with substantial international experience, an effective management style and a deep understanding of technology, products and end users in the Japanese Internet search market. Under Mr. Inoue's leadership, we expect Baidu Japan will attract new talent, advance product and service development, and steadily improve local user experience."

Toshikazu Inoue joins Baidu from Yahoo! Japan, where he worked for almost four years. His last post there was vice president of search business, responsible for product research and development. In that role, he oversaw all product development at Yahoo! Japan. Mr. Inoue left Yahoo! Japan with an exceptional track record after helping the company achieve dominant market position in search in Japan. Prior to Yahoo! Japan, Mr. Inoue worked for the web portal Excite Japan as chief technology officer.

Inoue holds a master's degree in electronic engineering from the Tokyo Institute of Technology in Tokyo, Japan and a bachelor's degree in electronic engineering from Sophia University, also in Tokyo, Japan.

### 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 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".

### 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," "confident" and similar statements. Among other things, quotations from management in this announcement contain forward-looking statements. 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 that could cause actual results to differ materially from those contained in any forward-looking statements. Further information regarding these and other risks is included in our annual report on Form 20-F and other documents filed with the Securities and Exchange Commission. All information provided in this press release is as of August 1, 2008, and Baidu undertakes no duty to update such information, except as required under applicable law.

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