

Baidu Provides Wireless Search for China Telecom 3G Subscribers

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--Baidu search service to be embedded in China Telecom "Best Tone" 3G phone modules

BEIJING, May 18, 2009 /PRNewswire-Asia via COMTEX/ -- Baidu, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced it has entered a strategic partnership arrangement with China Telecom Corporation Limited (NYSE: CHA) to provide wireless search for China Telecom's 3G mobile phone subscribers.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20081103/BAIDULOGO>)

Under this agreement, Baidu's wireless search service will be embedded in China Telecom's "Best Tone" 3G phone modules. China Telecom mobile subscribers will be able to use the "Best Tone" platform to access Baidu products including web search, Baidu Knows, Baidu Post-bar, image search, news search, MP3 search and other useful services.

"We are very excited to provide China Telecom subscribers with wireless search services," said Xuyang Ren, Baidu's Vice President of Marketing and Business Development. "The cooperation between Baidu and China Telecom leverages each company's respective expertise and should deliver a convenient and rich mobile search experience to a growing and important user base."

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, are currently trading 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. 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 May 18, 2009, and Baidu undertakes no duty to update such information, except as required under applicable law.

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