

Baidu to Report Fourth Quarter 2010 Financial Results on January 31, 2011

January 21, 2011 8:02 AM ET

BEIJING, Jan. 21, 2011 /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, 2010, after the U.S. market closes on January 31, 2011. Baidu's management will hold an earnings conference call at 8:00 PM on January 31, 2011 U.S. Eastern Time (9:00 AM on February 1, 2011 Beijing/Hong Kong time).

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

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

US: +1 617 213 8895
UK: +44 207 365 8426
Hong Kong: +852 3002 1672

Passcode for all regions: 52853772

A replay of the conference call may be accessed by phone at the following number until February 8, 2011:

International: +1 617 801 6888
Passcode: 50410760

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 trade on the NASDAQ Global Select Market under the symbol "BIDU". Currently, ten ADSs represent one Class A ordinary share.

For investor inquiries please contact:

China

Victor Tseng
Baidu, Inc.
Tel: +86-10-5992-7244
Email: ir@baidu.com

Cynthia He
Brunswick Group
Tel: +86-10-6566-2256
Email: che@brunswickgroup.com

US

Kate Tellier
Brunswick Group
Tel: +1-212-333-3810
Email: ktellier@brunswickgroup.com

SOURCE Baidu, Inc.