

## Baidu to Report First Quarter 2011 Financial Results on April 27, 2011

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BEIJING, April 19, 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 first quarter ended March 31, 2011, after the U.S. market closes on April 27, 2011. Baidu's management will hold an earnings conference call at 8:00 PM on April 27, 2011 U.S. Eastern Time (8:00 AM on April 28, 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: 58929363

A replay of the conference call may be accessed by phone at the following number until May 4, 2011:

International: +1 617 801 6888

Passcode: 66685467

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.

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