

Baidu Announces Formal Launch of Japanese Language Search Engine

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BEIJING, Jan 23, 2008 /Xinhua-PRNewswire via COMTEX News Network/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced the formal launch of its Japanese language search engine, <http://www.baidu.jp>, run by Baidu's Japanese subsidiary, Baidu, Inc.

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

"We are very excited to officially enter the Japanese search market," said Robin Li, Baidu's chairman and CEO. "With Baidu's strengths in developing user-focused Chinese language search and the qualified team we have on the ground in Japan, and given the success we have already encountered after nearly one year of testing our beta site, we are confident that we can provide a high quality Japanese language search engine."

"Japan is one of the world's most connected societies, and we have already seen positive reception from local users using our beta website," added Masuda Jun, Vice President of Baidu's Japanese subsidiary. "Following the formal launch of our Japan site, we expect to see even greater user reception to the four different Japanese language services we will offer, including web search, image search, video search and blog search services."

Baidu, Inc will focus on developing search products that compliment Japanese users' habits and preferences.

Baidu announced its intentions to enter the Japanese search market in December 2006 and began server testing in Japan in March 2007.

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 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. 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 January 23, 2008, and Baidu undertakes no duty to update such information, except as required under applicable law.

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