

Baidu to Report First Quarter 2010 Financial Results on April 28, 2010

April 20, 2010 5:01 AM ET

BEIJING, April 20, 2010 /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, 2010, after the U.S. market closes on April 28, 2010. Baidu's management will hold an earnings conference call at 8:00 PM on April 28, 2010 U.S. Eastern Time (8:00 AM on April 29, 2010 Beijing/Hong Kong time).

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

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

US: +1.617.597.5364
UK: +44.207.365.8426
Hong Kong: +852.3002.1672

Passcode for all regions: 83504881

A replay of the conference call may be accessed by phone at the following number until May 6, 2010:

International: +1.617.801.6888

Passcode: 34704854

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, each of which represents one Class A ordinary share, currently trade on the NASDAQ Global Select Market under the symbol "BIDU".

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