

Baidu Appoints Mr. Nobuyuki Idei as an Independent Director

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BEIJING, June 26 /Xinhua-PRNewswire/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced the appointment of Mr. Nobuyuki Idei as an independent director of Baidu, effective from June 14, 2007.

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

"We are very pleased to welcome Mr. Idei to Baidu's Board of Directors. His wealth of leadership experience coupled with his expertise in corporate governance will bring significant value to Baidu," said Robin Li, Baidu's Chairman and CEO. "We are confident that he will make a significant contribution towards Baidu's efforts to extend our leadership in Chinese language Internet search and to develop our search platform in Japan."

Nobuyuki Idei is Founder and CEO of Quantum Leaps Corporation, a specialized consulting firm that advises private and public institutions on the changing role of technology in the 21st century. An experienced director, Mr. Idei currently serves as Chairman of the Advisory Board of Sony Corporation, Director of Accenture, Director of Red Herring and Chairman of the National Conference on Fostering Beautiful Forests in Japan.

Mr. Idei was Chairman and CEO of Sony Corporation from 2000 to 2005. Prior to this, he held a range of leadership positions at Sony including General Manager of the audio division, Senior General Manager of the home video group, and President and Representative Director. In addition, Mr. Idei has served in a number of advisory positions including as Counselor to the Bank of Japan, member of Japan's national IT Strategy Council, and as Vice Chairman of Nippon Keidanren. Mr. Idei received a B.S. degree in Economics & Politics from Waseda University in Tokyo.

Separately, Mr. Asad Jamal recently resigned from Baidu's Board of Directors. "I would like to thank Mr. Jamal for his contributions to Baidu over the past three years, and we appreciate his valuable insight and dedication," said Mr. Li. Mr. Jamal served as a director of Baidu for three years before his resignation in June 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 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 June 26, 2007, and Baidu undertakes no duty to update such information, except as required under applicable law.

For more information, please contact:

In China:

Investor inquiries:

Lynn Lin
Baidu.com, Inc.
Tel: +86-10-8262-1188 x8239
Email: ir@baidu.com

Investor and media inquiries:

Rory Macpherson
Ogilvy Public Relations Worldwide (Beijing)
Tel: +86-10-8520-6553
Email: rory.macpherson@ogilvy.com

In the U.S.:

Thomas Smith
Ogilvy Public Relations Worldwide (New York)
Tel: +1-212-880-5269
Email: thomas.smith@ogilvypr.com

SOURCE Baidu.com, Inc.

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/CONTACT: China - Lynn Lin of Baidu.com, Inc., +86-10-8262-1188 x8239, or ir@baidu.com, or Rory Macpherson of Ogilvy Public Relations Worldwide (Beijing), +86-10-8520-6553 or rory.macpherson@ogilvy.com, or in US - Thomas Smith of Ogilvy Public Relations Worldwide (New York), +1-212-880-5269, or thomas.smith@ogilvypr.com, both for BAIDU /

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PRN Photo Desk, +1-888-776-6555 or +1-212-782-2840/

/Web site: <http://www.baidu.com/>

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