

Baidu to Report Second Quarter 2007 Financial Results on July 25, 2007

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BEIJING, July 10, 2007 /Xinhua-PRNewswire via COMTEX News Network/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced that it will report its financial results for the second quarter ended June 30, 2007, after the U.S. market closes on July 25, 2007. Baidu's management will hold an earnings conference call at 8 PM on July 25, 2007 U.S. Eastern Time (8 AM on July 26, 2007 Beijing/Hong Kong time).

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

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

US: +1 617 213 8892
UK: +44 207 365 8426
Hong Kong: +852 3002 1672
Passcode for all regions: 94584474

A replay of the conference call may be accessed by phone at the following number until August 2, 2007.

International: +1 617 801 6888

Passcode: 92594126

Additionally, a live and archived webcast of this conference call will be available at <http://ir.baidu.com> .

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, currently trade on the NASDAQ Global Market under the symbol "BIDU".

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