

## **Baidu to Launch New Brand Advertising Product**

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New ad product will deliver comprehensive contents for brand name searches

BEIJING, Dec. 3 /Xinhua-PRNewswire/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced its plan to launch a new advertising product, "Brand-Link," which will generate a wide range of brand-specific content when Internet users search for the brand names that subscribe to this new product. A number of leading brand names are currently participating in a pilot for the model.

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

A Baidu search for a brand name that subscribes to Baidu's Brand-Link will generate a wide range of brand-related specific content, including news reports, promotional announcements, product information and marketing campaigns. Baidu expects this product to generate increasing traffic and enhance brand recognition for its online marketing customers.

"Baidu's new Brand-Link demonstrates that an innovative search engine can become an increasingly important channel for showcasing brand images," said Haoyu Shen, Baidu's Vice President of Business Operations. "Baidu's cutting-edge technology and focus on understanding our users allow us to develop the most efficient and relevant advertising products for our expanding base of brand advertisers. We believe that our innovative integration of search and brand advertising will provide an effective marketing means for our customers."

"Brand-Link represents the latest addition to Baidu's existing suite of breakthrough Internet advertising products, including contextual advertising, behavioral targeting and Baidu TV," Mr. Shen added.

### 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 December 3, 2007, and Baidu undertakes no duty to update such information, except as required under applicable law.

For investor inquiries, please contact:

Linda Sun  
Baidu.com, Inc.  
Tel: +86-10-8262-1188  
Email: [sun Yao@baidu.com](mailto:sun Yao@baidu.com)

For investor and media inquiries, please contact:

In China:

Helen Plummer  
Ogilvy Public Relations Worldwide (Beijing)  
Tel: +86-10-8520-3090  
Email: Helen.plummer@ogilvy.com

In the US:

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

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/CONTACT: For investor inquiries, Linda Sun of Baidu.com, Inc., +86-10-8262-1188, sunyao@baidu.com; For investor and media inquiries, In China: Helen Plummer of Ogilvy Public Relations Worldwide (Beijing), +86-10-8520-3090, Helen.plummer@ogilvy.com, or In the US: Thomas Smith of Ogilvy Public Relations Worldwide (New York), +1-212-880-5269, thomas.smith@ogilvypr.com, both for Baidu.com, Inc./

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