

Baidu Appoints Dr. William I. Chang as Chief Scientist

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BEIJING, Dec. 6 /Xinhua-PRNewswire/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, announced today that Dr. William I. Chang, 43, has been appointed Chief Scientist, effective January 2007. A recognized leader in search technology, online community, and advertising business models, Dr. Chang will lead Baidu's unceasing efforts to enhance user and customer satisfaction for existing and new services.

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

"William has been, and still is, a pioneer in the field of search," said Robin Li, Baidu Chairman and CEO. "Technological superiority is vital to expanding our command of the Internet search market and I am delighted to welcome an expert of William's calibre to our team."

Dr. Chang created the highly successful Infoseek natural language search engine for both the Web and enterprise applications (Ultraseek), and was the CTO of Infoseek and VP of Strategy of Go Network, when Disney acquired the company.

"I am very excited to join an incredibly talented organization, and one of the most dynamic and promising companies not only in China but in the world. I look forward to the challenge and opportunity of guiding further innovation at Baidu," Dr. Chang commented on his new position.

Dr. Chang earned an undergraduate degree in mathematics from Harvard and a PhD in computer science from the University of California, Berkeley for his breakthrough work in text search. At the renowned Cold Spring Harbor Laboratory, Dr. Chang mapped a genome and invented a protein sequence search methodology. More recently, he created a contextual advertising product at Sentius Corporation, and founded Affini, Inc.

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".

For investor inquiries please contact:

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

For investor and media inquiries please contact:

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

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

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/CONTACT: Investors - Lesley Zhang of Baidu.com, Inc., +86-10-8262-1188
x8239 or ir@baidu.com; Investors and media in China - Rory Macpherson of
Ogilvy Public Relations Worldwide (Beijing), +86-10-8520-6553 or
rory.macpherson@ogilvy.com; US - Thomas Smith of Ogilvy Public Relations
Worldwide (New York), +1-212-880-5269, or thomas.smith@ogilvypr.com/
/Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20041011/BAIDULOGO>
AP Archive: <http://photoarchive.ap.org>
PRN Photo Desk, +1-888-776-6555 or +1-212-782-2840/
/Web site: <http://www.baidu.com/>
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