

Baidu to Provide Wireless Search for China Unicom's 3G Subscribers

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BEIJING, Oct. 18 /PRNewswire-Asia/ -- Baidu, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced it has entered into a strategic partnership with China Unicom (Hong Kong) Limited (NYSE: CHU) to provide wireless search for China Unicom's 3G mobile subscribers.

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

Under the agreement, Baidu's wireless search service will be embedded in China Unicom's 3G mobile phone modules. China Unicom's mobile subscribers will be able to use preinstalled applications to access Baidu products including web search, Baidu Knows, Baidu Post Bar, image search, news search, MP3 search and other useful services. Baidu will also provide search functions within China Unicom's wireless Internet sites to service the carrier's users.

"We are very excited to join hands with China Unicom today following our partnership agreement with China Telecom in May," said Xuyang Ren, Baidu's Vice President of Marketing and Business Development. "As the leader in Chinese language search, we hope that Baidu's cooperation with major telecom providers in China will accelerate the development of 3G services and allow us to provide the rapidly growing population of mobile search users better access to information."

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, are currently trading on the NASDAQ Global Select 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. Statements that are not historical facts, including statements about Baidu's beliefs and expectations, are forward-looking statements. Among other things, quotations from management in this announcement contain 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. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: our growth strategies; our future business development, including development of new products and services; our ability to attract and retain users and customers; competition in the Chinese and Japanese language Internet search markets; competition for online marketing customers; changes in our revenues and certain cost or expense items as a percentage of our revenues; the outcome of ongoing, or any future, litigation or arbitration, including those relating to intellectual property rights; the expected growth of the Chinese language Internet search market and the number of Internet and broadband users in China; Chinese governmental policies relating to the Internet and Internet search providers and general economic conditions in China, Japan and elsewhere. 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 October 19, 2009, and Baidu undertakes no duty to update such information, except as required under applicable law.

For investor inquiries please contact:

In China:
Mr. Victor Tseng

Baidu, Inc.
Tel: +86-10-8260-7558
Email: ir@baidu.com

Ms. Cynthia He
Brunswick Group LLC
Tel: +86-10-6566-9504
Email: che@brunswickgroup.com

In the U.S.:
Ms. Kate Tellier
Brunswick Group LLC
Tel: +1-212-333-3810
Email: ktellier@brunswickgroup.com

SOURCE Baidu, Inc.

China - Victor Tseng, Baidu, Inc., +86-10-8260-7558, or ir@baidu.com; Cynthia He, Brunswick Group, LLC, +86-10-6566-9504, or che@brunswickgroup.com; US - Kate Tellier, Brunswick Group, LLC, +1-212-333- 3810, or ktellier@brunswickgroup.com