

Baidu Launches Wireless Search Service in Japan

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BEIJING, Sept. 28 /PRNewswire-Asia/ -- Baidu, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced it has launched a beta version of its wireless search service in Japan. Baidu Japan wireless search will build upon the existing Baidu.jp services, including web search, image search and video search, with special features tailored to Japanese users.

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

3G licences were first granted in Japan in 2001 and soon afterwards 3G became the main platform for wireless applications. Today, Japan's 3G user base has surpassed 100 million, over 90% of the country's population(1), and wireless Internet is widely used, with more than 80% of Internet users logging on wirelessly(2).

"We are very excited to launch wireless search in Japan, where we believe there is huge demand for a high quality wireless search service," said Xuyang Ren, Baidu's Vice President of Marketing and Business Development. "With the launch of this beta wireless search service we hope to give users in Japan a convenient tool for finding the information they need. We look forward to developing this service further and tuning it to user preferences over the coming months."

Baidu officially entered the Japanese market in early 2008.

Baidu already has experience operating wireless search in China, where it is currently in partnership with carriers as well as all of the major handset manufacturers to provide wireless search services to China's growing mobile Internet population.

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. Among other things, the outlook for the third quarter 2009 and quotations from management in this announcement, as well as Baidu's strategic and operational plans, contain forward-looking statements. Baidu may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. 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. 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. Baidu does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release and in the attachments is as of September 28, 2009, and Baidu undertakes no duty to update such information, except as required under applicable law.

- (1) Japanese Ministry of Internal Affairs and Communications (MIC), Radio
Dept. Telecommunications Bureau
- (2) MIC Survey, April 2009

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