

Baidu to Report Third Quarter 2009 Financial Results on October 26, 2009

October 15, 2009 6:01 AM ET

BEIJING, Oct. 15 /PRNewswire-Asia/ -- Baidu, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced that it will report its financial results for the third quarter ended September 30, 2009, after the U.S. market closes on October 26, 2009. Baidu's management will hold an earnings conference call at 8:00 PM on October 26, 2009 U.S. Eastern Time (8:00 AM on October 27, 2009 Beijing/Hong Kong time).

(Logo: <http://www.newscom.com/cgi-bin/prnh/20081103/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: 90901274

A replay of the conference call may be accessed by phone at the following number until November 3, 2009:

International: +1.617.801.6888

Passcode: 71996707

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

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

For investor inquiries please contact:

China

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

Cynthia He
Brunswick Group, LLC
Tel: +86-10-6566-2256
Email: che@brunswickgroup.com

US

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, +86-10-6566-2256, or che@brunswickgroup.com; US - Kate Tellier, Brunswick Group, LLC, +1-212-333- 3810, or

ktellier@brunswickgroup.com