

## HP Computers Preload Baidu Search Service

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The Largest Chinese Search Engine in the World Collaborates  
With the World-Leading PC Manufacturer to Offer Faster  
Chinese Language Searches

BEIJING, July 24 /Xinhua-PRNewswire/ -- The world's largest Chinese search engine Baidu (Nasdaq: BIDU) and the world-leading PC manufacturer HP announced that, for one year beginning in October 2006, all HP Pavilion and HP Presario series computers sold within mainland China will come with Baidu search service already enabled, so that users can "Baidu their trouble."

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

Users of these computers will be able to use Baidu's powerful search engine service directly through the embedded IE browser homepage or address search, without having to navigate to the Baidu website. In addition, they will also be able to access the Baidu homepage simply by pressing a shortcut key, which will allow them to use the largest Chinese search engine in the world through the most convenient approach.

Over the years, Personal System Group of HP China has been exploring the China market and providing users with high-quality products and services. In addition to outstanding hardware products, HP has also been collaborating with leading third-party Internet and service providers to provide its users with high-quality, individualized local service, and to create the best personal experience.

Baidu, which is committed to providing the fastest information access, is also concerned with the user experience and user demands in China. Since its foundation, it has been consistent in providing users with a "simple, reliable" Internet search engine.

With regard to this collaboration, Jerry Liu, CTO of Baidu, said: "We try to ensure a ubiquitous search service, and help users to get the information they need easily. We are glad to collaborate with leading companies such as HP to provide users with the products and service they need."

"The trend of individualization is spreading quickly through the entire IT industry. HP is trying to achieve the ideal integration of innovative technologies and individualization to bring true individualized experience to their users," said Wee Kee Yeo, director of Consumer PC Product Division, Personal System Group of HP China.

Some analysts believe that, with the technological advancement and cost reductions across the world, price wars are losing importance and forcing computer manufacturers across the world to search for new sales bright spots. In the China market, which boasts the fastest growth and the fiercest competition in the world, understanding how to provide the Chinese users with high-quality individualized, localized service has become a challenge for all manufacturers. In the meantime, Internet search service has become the most used method of information gathering for PC users. Therefore, the collaboration between HP and Baidu will be a cooperation between a leading hardware manufacturer and the leading local Internet search service provider aiming to improve user experience-based

SOURCE Baidu.com, Inc.

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