

Baidu to Report Second Quarter 2013 Financial Results on July 24, 2013

July 12, 2013 6:00 AM ET

BEIJING, July 12, 2013 /PRNewswire/ -- Baidu, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced that it will report its financial results for the second quarter ended June 30, 2013, after the U.S. market closes on July 24, 2013. Baidu's management will hold an earnings conference call at 8:00 PM on July 24, 2013 U.S. Eastern Time (8:00 AM on July 25, 2013 Beijing/Hong Kong Time).

(Logo: <http://photos.prnewswire.com/prnh/20081103/BAIDULOGO>)

Dial-in details for the earnings conference call are as follows:

International: +65-6723-9381

U.S.: +1-845-675-0437

UK: +44-203-059-8139

Hong Kong: +852-2475-0994

Passcode for all regions: 16916370

A replay of the conference call may be accessed by phone at the following number until July 31, 2013:

International: +61-2-8199-0299

Passcode: 16916370

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 trade on the NASDAQ Global Select Market under the symbol "BIDU." Currently, ten ADSs represent one Class A ordinary share.

For investor inquiries please contact:

China

Victor Tseng

Baidu, Inc.

Tel: +86-10-5992-7244

Email: ir@baidu.com

Nick Beswick

Brunswick Group

Tel: +86-10-5960-8600

Email: baidu@brunswickgroup.com

U.S.

Cindy Zheng

Brunswick Group
Tel: +1-212-333-3810
Email: czheng@brunswickgroup.com

SOURCE Baidu, Inc.