

## **Baidu to Enter Japanese Search Market in 2007**

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BEIJING, Dec. 4 /Xinhua-PRNewswire/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language internet search provider, today announced its intention to enter the Japanese search market in 2007.

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

"Since our successful listing on Nasdaq in 2005, we have been committed to delivering the best user search experience in Chinese language search and creating exceptional value for our shareholders," said Robin Li, Baidu's Chairman and CEO. "We believe that our proven strength in non-English language search, the high internet penetration in Japan, as well as similarities between the Chinese and Japanese languages make this market an ideal next step for Baidu."

Mr. Li noted that Baidu has conducted more than six months of extensive research into the development of Japanese language search technology.

"We are confident that Japan's search engine users will appreciate Baidu's powerful Japanese language search technology that will offer a user- friendly alternative to existing search engines," added Mr. Li.

According to independent surveys, Baidu currently commands more than 60% of the Internet search market in China(1) and is the fourth most trafficked website in the world(2).

(1) The market share information is derived from CNNIC: 2006 China Search Engine Market Survey

(2) The traffic information is derived from Alexa.com, based on a three- month average as of May 12, 2006

### About Baidu

Baidu.com, 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 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, expectations about the Japanese search market and quotations from management in this announcement contain forward-looking statements. 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 that could cause actual results to differ materially from those contained in any forward- looking statements. 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 December 4, 2006, and Baidu undertakes no duty to update such information, except as required under applicable law.

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