

Baidu to Report Second Quarter 2008 Financial Results on July 23, 2008

July 15, 2008 6:58 AM ET

BEIJING, China, July 15 /Xinhua-PRNewswire/ -- Baidu.com, Inc. (Nasdaq: BIDU), the leading Chinese language Internet search provider, today announced that it will report its financial results for the second fiscal quarter ended June 30, 2008, after the U.S. market closes on July 23, 2008. Baidu's management will hold an earnings conference call at 8 PM on July 23, 2008 U.S. Eastern Time (8 AM on July 24, 2008 Beijing/Hong Kong time).

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

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

US: +1 617.786.2963
UK: + 44.207.365.8426
Hong Kong: + 852.3002.1672

Passcode for all regions: 14473564

A replay of the conference call may be accessed by phone at the following number until July 30, 2008:

International: +1 617.801.6888

Passcode: 63806335

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

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

For investor inquiries, please contact:

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

For investor and media inquiries please contact:

China
Helen Plummer
Ogilvy Financial (Beijing)
Tel: +86-10-8520-3090
Email: helen.plummer@ogilvy.com

US
Thomas Smith
Ogilvy Financial (New York)
Tel: +1-212-880-5269
Email: thomas.smith@ogilvypr.com

SOURCE Baidu.com, Inc.

-0- 07/15/2008

/CONTACT: China: Helen Plummer of Ogilvy Financial (Beijing), +86-10-8520-3090, or helen.plummer@ogilvy.com; US: Thomas Smith of Ogilvy Financial (New York), +1-212-880-5269, or thomas.smith@ogilvypr.com /

/Photo: <http://www.newscom.com/cgi-bin/prnh/20041011/BAIDULOGO>
PRN Photo Desk, 888-776-6555 or 212-782-2840/

/Web site: <http://www.baidu.com/>
(BIDU)

CO: Baidu.com, Inc.
ST: China
IN: CPR ITE MLM PUB
SU: ASI CCA

NL

-- CNTU031 --

3518 07/15/2008 06:57 EDT <http://www.prnewswire.com>