

Baidu Announces Filing of Annual Report on Form 20-F for Fiscal Year 2012

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BEIJING, March 28, 2013 /PRNewswire/ -- Baidu, Inc. (the "Company") (NASDAQ:BIDU), the leading Chinese language Internet search provider, today announced that it filed its annual report on Form 20-F for the fiscal year ended December 31, 2012 with the Securities and Exchange Commission on March 27, 2013. The annual report can be accessed on the Company's investor relations website at <http://ir.baidu.com>.

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

The Company will provide a hard copy of its annual report containing its audited consolidated financial statements, free of charge, to its shareholders and ADS holders upon request. Requests should be directed to IR Department, Baidu, Inc., Baidu Campus, No. 10, Shangdi 10th Street, Haidian District, Beijing 100085, People's Republic of China.

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 internet search users, Baidu provides an effective platform for businesses to reach potential customers. Baidu's ADSs, ten of which represent one Class A ordinary share, currently trade on the NASDAQ Global Select Market under the symbol "BIDU".

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