



Issuer Services DEPOSITARY RECEIPTS

January 2, 2009

Corporate Action

ATTENTION: International Research, Sales, Trading and Operations Staff

Name Change Notice

	OLD	NEW
Name:	Baidu.com, Inc.	Baidu, Inc.
Country:	China	China
Symbol:	BIDU	BIDU
CUSIP Number:	056752108	056752108
Exchange:	NASDAQ	NASDAQ
Ratio:	1 ADR : 1 ORDs	1 ADRs : 1 ORDs

Please be advised that Baidu.com, Inc. has changed its name to Baidu, Inc., effective on December 16, 2008.

There will be no mandatory exchange of stock. The CUSIP and Symbol will **not** be changed and **no action is required by ADR holders**. Our existing inventory of ADR certificates for the program will be over stamped with the new name.

New York

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