

April 29, 2010

Ratio Change & Forward Split Notice

	OLD	NEW
Name	Baidu Inc.	Baidu Inc.
Country	China	China
Symbol	BIDU	BIDU
CUSIP	056752108	056752108
Exchange	NASDAQ	NASDAQ
Ratio	1 ADR : 1 ORDs	10 ADR : 1 ORDs

Please be advised that Baidu has instructed BNY Mellon to effect a ratio change on its American Depositary Shares (“ADSs”) representing Class A shares from one (1) ADS representing one (1) Class A share to ten (10) ADSs representing one (1) Class A share. The ratio change is a result of a simultaneous 10 (ten) for one (1) split whereby for every one (1) ADS held holders will receive nine (9) additional ADRs.

Note below the timetable for the ratio change and stock distribution and further details:

May 10, 2010 – ADR Record Date for the 900% distribution on the ADSs

May 11, 2010 - ADR Payable date 900% distribution on the ADSs

There will be no mandatory exchange of stock. Our existing inventory of ADR certificates for the program will be over-stamped to reflect the new ratio. **No action is required by ADR holders.**

To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

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