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AmeriChinaB2B Launches Services To Enable US Businesses to Advertise on Baidu.com, To Help US Businesses Export to China

AmeriChinaB2B Inc, which runs the most visited US-China business to business (B2B) web platforms, now offers services to enable US businesses to advertise on Baidu.com. These services will help US businesses export to China, the world’s fastest growing market.

Santa Clara, California, July 20, 2007 – AmeriChinaB2B Inc, the leading provider of US-China business to business online platforms for small and medium sized enterprises (SMEs) looking to export to and to import from the Chinese business market, today announced the launch of AC-Baidu, an online service that will enable US businesses to put keyword advertisements on Baidu.com, China’s leading Internet searching engine.

AC-Baidu will enable US businesses to put keywords advertisement on Baidu.com either in Chinese or in English. AmeriChinaB2B provides language assistance as well as keywords management and payment solutions for US businesses, helping them access more than 162 million Internet users in China. AC-Baidu is integrated with AmeriChinaB2B’s existing B2B platforms.

Ben Lee, President and CEO of AmeriChinaB2B, believes it is absolutely essential for any US business considering the Chinese market to advertise on Baidu. “Any US business that thinks about exporting to China will want to consider keywords advertisement on Baidu, which is the leading search engine in China. As of today, Baidu has over 60% of the search market share in China. Baidu in China is like Google in the US. Keywords advertisement on Baidu in China has been proven to be as effective as keyword advertisement on Google in the US. If you had to choose one search engine to advertise in China, you should choose Baidu”, said Lee.

However, Baidu is very China centric. Not only is its user interface in Chinese, but it also only accepts Chinese currency through China’s payment system, which is not readily accessible for foreign businesses. As of today, it does not accept credit card payments or Paypal. “Baidu is such a great advertisement vehicle, but it is virtually impossible for any US business to access it”, Lee continued.

AmeriChinaB2B's AC-Baidu service is the first and only service that will enable foreign businesses to advertise on Baidu.com. Together with AmeriChinaB2B's existing gateway to China online platforms, AmeriChinaB2B provides the most complete and effective methods for any foreign business to access the China market and to find potential buyers.

Another important benefit of the AC-Baidu service is that, because Baidu is very China centric, often, it does not index and include US business websites in its search results, which basically means that most US business websites are invisible to Chinese web users. AC-Baidu will enable Baidu to include these US business website in its search results.

For more information, please check: AmeriChinaB2B, AmeriChinaB2B

About AmeriChinaB2B:

AmeirChinaB2B Inc is the leading business to business service provider between US and China. It runs online "match making" platforms to connect buyers and sellers in US and in China. It also provides offline-consulting services to help US business to find business partners, manufacturers and suppliers in China. Its marketing services are the most complete and effective marketing services available for US small and medium business to market into China.

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