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**NetEase.com Retains The Anne McBride Company as Investor Relations Counsel**

**(Beijing - May 12, 2005)** - NetEase.com, Inc. (Nasdaq: NTES) announced today that it has retained The Anne McBride Company, Inc., (AMcB) a full service financial communications and strategic consulting firm based in New York, to provide strategic investor relations and financial communications services.

Michael Tong, Chief Operating Officer of NetEase commented, "Our partnership with The Anne McBride Company will assist in the implementation of our strategic communications plans as we broaden our relationship and awareness with numerous investment firms in the U.S. AMcB has an impressive track record of enhancing shareholder value for its publicly traded international clients, and is well respected on Wall Street and with the financial media. AMcB's vast experience in the technology sector provides us with confidence that they can meet our expectations, and we are convinced the firm's expertise will prove invaluable going forward."

"We are excited to work with NetEase," stated Brandi Piacente, Managing Director of The Anne McBride Company. "Having worked closely with many successful international technology companies, we are confident that we will expand the Company's already attractive shareholder base. NetEase has an outstanding business model and is executing flawlessly on their growth plans. We look forward to working with the management team to develop a targeted communications program to assist them in continuing their trend of building shareholder value."

**About NetEase**

NetEase.com, Inc. is a leading China-based Internet technology company that pioneered the development of applications, services and other technologies for the Internet in China. Our online communities and personalized premium services have established a large and stable user

base for the NetEase Web sites which are operated by our affiliate. Our average daily page views for the month ended March 31, 2005 exceeded 439 million.

In particular, NetEase provides online game services to Internet users through the licensing or in-house development of massively multi-player online role-playing games, including "Westward Journey Online Version 2.0", "Fantasy Westward Journey Online" and "Fly for Fun".

NetEase also offers online advertising on its Web sites which enables advertisers to reach our substantial user base. In addition, NetEase has paid listings on its search engine and web directory and classified ads services, as well as an online mall, which provides opportunities for e-commerce and traditional businesses to establish their own storefront on the Internet.

NetEase also offers wireless value-added services such as news and information content, matchmaking services, music and photos from the Web which are sent over SMS, MMS, WAP, IVR and "color ringtone" technologies.

Other community services which the NetEase Web sites offer include instant messaging, online personal ads, matchmaking, alumni clubs, personal home pages and community forums. NetEase is also the largest provider of free e-mail services in China. Furthermore, the NetEase Web sites provide 21 channels of content. NetEase aggregates news content on world events, sports, science and technology, and financial markets, as well as entertainment content such as cartoons, games, astrology and jokes, from over one hundred international and domestic content providers.

#### **About The Anne McBride Company, Inc.**

Established since 1992, The Anne McBride Company is a full service financial communications and strategic consulting firm based in New York. It offers clients corporate communications, financial media, and strategic and analytical expertise. The Company has developed a unique teamwork approach to assist companies in enhancing shareholder value. The Anne McBride Company has five global offices with over 45 clients and services companies in 25 countries. Recently, the Company has established a practice in China and is rapidly expanding this practice and building its reputation for being a leading international financial communications firm in this market. For more information, visit [www.annemcbride.com](http://www.annemcbride.com).

#### **Forward Looking Statement Disclaimer**

This press release contains statements of a forward-looking nature. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. The accuracy of these statements may be impacted by a number of business risks and uncertainties that could cause actual results to differ materially from those projected or anticipated, including risks related to: the risk that NetEase will be unable to compete effectively in the wireless value-added services market in China and that its share of that market will continue to decline despite strategic initiatives designed to stabilize and enhance revenue in this area; the risk of further changes in Chinese government regulations and/or the policies of the mobile operators in China

that limit future growth of NetEase's wireless value-added services revenue or causes such revenue to decline; the risk that NetEase may be compelled to expend additional resources to promote its wireless value-added services which could further negatively impact its gross margins from those services; the risk that the current popularity of SMS in China will not continue for whatever reason, including SMS being superseded by other technologies for which NetEase is unable to offer attractive products and services; the risk that the online game market will not continue to grow or that NetEase will not be able to maintain its leading position in that market, which could occur if, for example, its new online games do not become as popular as management anticipates; the risk that NetEase may not be able to continuously develop new and creative online services; the risk that the Internet advertising market in China will not continue to grow and will remain subject to intense competition; the risk that NetEase will not be able to control its expenses in future periods; the impact of the outbreak of severe acute respiratory syndrome, or SARS, in China and risks related to any possible recurrence of SARS or another public health problem in China; the risk that the trading price of NetEase's American Depositary Shares may decrease for a variety of reasons, some of which may be beyond the control of management; competition in NetEase's existing and potential markets; governmental uncertainties, general competition and price pressures in the marketplace; uncertainty as to future profitability; the risk that security, reliability and confidentiality concerns may impede broad use of the Internet and e-commerce and other services; and other risks outlined in NetEase's filings with the Securities and Exchange Commission, including its registration statements on Form F-1 and Form F-3, as amended. NetEase does not undertake any obligation to update this forward-looking information, except as required under applicable law.