

Release

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NetEase.com ADRs to Trade on the Singapore Exchange

(Beijing – October 21, 2010) – NetEase.com, Inc. (Nasdaq: NTES) announced today that its American Depositary Receipts (ADRs) will begin trading on the Singapore Exchange (SGX) on Friday, October 22, 2010, under the symbol K3M.

William Ding, Chief Executive Officer and Director of NetEase, stated, “The Singapore Exchange is one of the world’s largest exchanges serving a sizeable and sophisticated investment market in Asia. Investors will be able to trade NetEase ADRs during business hours in Asia which will supplement our US trading hours through our listing on the Nasdaq Global Market. We are pleased to join SGX and believe this listing will be beneficial for investors internationally.”

About The Singapore Exchange

The Singapore Exchange (SGX) is among the world’s largest exchanges and Asia’s second largest listed exchange. As the Asian gateway, SGX is the market of choice for investors wanting to participate in Asia’s vibrant and rapidly growing economies, and for Asian issuers seeking international capital.

SGX's extensive suite of securities, derivatives and commodities products makes it Asia’s most international exchange. SGX's services range from listings, trading, high-speed market access, clearing and settlement to depository services and Central Counter Party services for OTC traded derivatives. With the region's longest trading hours, and powered by cutting-edge technology, SGX is the unparalleled conduit for investment flows into and out of Asia. Visit the Singapore Exchange at www.sgx.com.

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. NetEase's online communities and personalized premium services have established a large and stable user base for the NetEase websites which are operated by its affiliates. In particular, NetEase provides online game services to Internet users through the in-house development or licensing of massively multi-player online role-playing games, including Fantasy Westward Journey, Westward Journey Online II, Westward Journey Online III, Tianxia II, Heroes of Tang Dynasty and Datang, as well as the licensed game, Blizzard Entertainment's World of Warcraft.

NetEase also offers online advertising on its websites which enables advertisers to reach its substantial user base. In addition, NetEase has paid listings on its search engine and web directory and classified advertising 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 Ring-back Tone technologies.

Other community services which the NetEase websites offer include instant messaging, online personal advertisements, matchmaking, alumni clubs and community forums. NetEase is also the largest provider of free email services in China. Furthermore, the NetEase websites provide various 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.

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