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**NetEase.com Launches Paid Premium Email Service  
New fee-based service targeted at individual and corporate users**

**Beijing, November 15, 2001**

NetEase.com, Inc. (Nasdaq: NTES), a leading Internet technology provider in China, today announced the launch of a premium email service for personal and corporate customers. The new service is offered at several price levels to match the personalized needs of Chinese Internet users.

With the launch of premium email service, NetEase continues its efforts to diversify its revenue stream by offering value-added services to its more than 36 million registered users. The NetEase Web sites are among the most popular in China and have enjoyed a 244% increase in registered users from January to October 2001

Subscribers to this service are offered both online and offline payment options, thus reaching out to a broader audience and addressing the challenges of online payment in the Chinese market.

Ted Sun, NetEase.com's acting Chief Executive Officer, said: "NetEase remains a major player in the Chinese Internet landscape and this paid email service fits within our strategy of broadening our revenue stream by offering value-added services to our large user base. I believe that the Internet industry in China has reached a certain point in the learning curve where users now see the benefits of paid premium services."

The new email service boasts attractive features, including anti-virus function, junk mail filtering, increased capacity, and several personalized interfaces with an English language version. The service also addresses online security and connection speed, two important issues in the Chinese market, through the use of dedicated line and dual-backup data storage.

"NetEase's core strength lies in its technology, and with the launch of this premium email service, we are confident that our users will benefit from a solid and secure email platform. Our packaged features, such as mobile email notification, are designed to respond to the needs of the increasingly affluent and mobile population", commented Jack Xu, NetEase.com's Chief

Technology Officer.

The new email service is also integrated with NetEase's online personal digital assistant (iPDA) services that were launched in May 2001. This seamless integration allows registered users to exploit the full range of NetEase services, bringing together wireless and wireline personal information management.

NetEase will continue to offer its popular free email service, and recently upgraded the service by increasing the mailbox capacity.

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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.com's strategy to broaden its revenue stream by offering value-added services to its user base may not be successfully implemented; the risk that the premium email service will not be adopted by Chinese Internet users and/or may not generate significant revenue; the risk that one or both of the online and offline payment options for the premium email service are not effective or secure; the risk that the popularity of the NetEase Web sites may not grow or remain at their current levels; the possibility that one or more of the features of the premium email service are not deemed attractive by Chinese Internet users or not worth the prices charged for such services by NetEase.com; the risk that NetEase.com may not be able to respond in a timely or effective manner to changes in consumer demands with respect to email services; and other risks outlined in NetEase.com's filings with the Securities and Exchange Commission, including its registration statement on Form F-1, as amended. NetEase.com does not undertake any obligation to update this forward-looking information, except as required under applicable law.