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NetEase.com Announces Appointment of Feng Zhou as Senior Vice President of Search Operations

(Beijing -August 31, 2007) - NetEase.com, Inc. (NASDAQ: NTESE), one of China's leading Internet and online game services providers, today announced the appointment of Mr. Feng Zhou as Senior Vice President of Search Operations. As lead architect for the search platform powering the Company's search service Yodao.com, Mr. Zhou will manage the Company's new search division, with responsibility for search technology, product development and search advertising. Mr. Zhou's appointment is effective from August 20, 2007.

William Ding, Chief Executive Officer and Director of NetEase stated, "Mr. Zhou is an excellent addition to our search system team. With extensive experience in computer science research and systems development, he will provide expert leadership as we develop our search related technologies and products and bring our services to market."

Mr. Zhou has authored more than 10 published papers in leading international research conferences and journals. He also helped NetEase in the development of GenKey, a one-time-password authentication system for improved account security of online game users.

Mr. Zhou holds Bachelor's and M.S. degrees in Computer Science from Tsinghua University, and a Ph.D. in Computer Science from the University of California, Berkeley.

About NetEase.com, Inc

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. For the month of March 2007, the NetEase websites had more than 676 million average daily page views, making the Group one of the most popular destinations in China and on the World Wide Web. 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 Fantasy Westward Journey, Westward Journey Online II and Datang.

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 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 Ring-back Tone technologies.

Other community services which the NetEase websites 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 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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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 not be able to locate and retain middle and senior managers or that they will not perform at the level anticipated; the risk that NetEase's search engine services will not be widely accepted in the PRC internet market; competition in NetEase's existing and potential markets; governmental uncertainties (including possible changes in the effective tax rates applicable to NetEase and its subsidiaries and affiliates), general competition and price pressures in the marketplace; 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. NetEase does not undertake any obligation to update this forward-looking information, except as required under applicable law.