PRICELINE GROUP ANNOUNCES BOOKING.COM CEO TO TAKE ON ADDITIONAL RESPONSIBILITIES

NORWALK, Conn., January 8, 2013 . . . The Priceline Group (Nasdaq: PCLN) announced today that Darren Huston, CEO of Booking.com, has been promoted to take on additional responsibility in the management of the Priceline Group's international brands, Booking.com, Agoda and Rentalcars.com. From his position leading Booking.com, his new responsibilities will include oversight of inter-brand relations, including sharing of technology, best practices, customers and supply, coordination of relationships with key affiliates and suppliers, where necessary, and development of strategy relating to geographic expansion and competition among brands.

The Group's international brands will continue to operate independently under the direction of their respective leadership teams and Mr. Huston's new role will be a complement to the strategic oversight of Priceline's Group Management Board.

"Darren has done a great job since taking over the CEO role at Booking.com a little more than a year ago," said Jeffery H. Boyd, Chairman and Chief Executive Officer of priceline.com. "Darren and his team at Booking.com delivered impressive results in 2012, despite a difficult economy in Europe, and he will add real value in working more deeply with our other international businesses."

About The Priceline Group

The Priceline Group (Nasdaq: PCLN) is a leader in global online hotel reservations, with over 270,000 participating hotels worldwide. The Group is composed of four primary brands - Booking.com, priceline.com, Agoda.com and Rentalcars.com - and several ancillary brands. The Priceline Group provides online travel services in over 180 countries in Europe, North America, South America, the Asia-Pacific region, the Middle East and Africa.

Booking.com is the number one online hotel reservation service in the world, offering over 260,000 hotels (as of January 1, 2013), and is available in 41 languages. More recent hotel counts are available on the Booking.com website. Priceline.com gives leisure travelers multiple ways to save on their airline tickets, hotel rooms, rental cars, vacation packages and cruises. In addition to getting compelling published prices, travelers can take advantage of priceline.com's famous Name Your Own Price® service, which can deliver the lowest prices available, or the recently added Express Deals℠, where travelers can take advantage of hotel discounts without bidding.

Agoda.com is an Asia-based online hotel reservation service that is available in 38 languages. Rentalcars.com is a multinational car hire service, offering its reservation services in over 6,000 locations. Customer support is provided in 40 languages.

###

Press Information: Brian Ek (203) 299-8167 brian.ek@priceline.com
Investor Relations: Matthew Tynan (203) 299-8487 matthew.tynan@priceline.com