

## Booking.com expands into China by connecting to DerbySoft's switch

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Booking.com has announced it is significantly expanding its Chinese hotel offerings by partnering with DerbySoft, the operator of China's hotel switch.

Booking.com was attracted to DerbySoft because of DerbySoft's ability to make a fast, direct connection between the platforms as well as its extensive list of branded and independent hotels. In a country where roughly four out of five properties are independent, building a broad variety of hotels can be especially challenging for distribution channels located outside of China.

Booking.com's Regional Manager Asia Simone Taverne said, 'We do believe that our cooperation with Derbysoft is for us a great opportunity to get more hotels on board in China and increase in this way our presence in this exciting market' about working with DerbySoft. The direct connection process took a few weeks to complete and both companies are pleased with the results. 'The connection was established in close cooperation with the development team of Derbysoft and with the expansion of Booking.com on the Chinese market it will be a great addition to our list of existing interfaces worldwide,' adds Martin Lamme, Project Manager at Booking.com.

'We look forward to building our relationship with Booking.com and helping them to take advantage of the enormous growth in both business and leisure travel to China, not to mention the upcoming Olympics in Beijing,' said DerbySoft CEO, Ted Zhang.

### **About Booking.com**

Booking.com is a part of Priceline.com (Nasdaq: PCLN), and is Europe's leading online hotel reservations company, with 19 million room nights sold in the 12 months to 31st December 2007.

Booking.com offers over 40,000 hotels in more than 10,000 destinations and attracts over 20 million unique visitors each month from both leisure and business markets worldwide. Available in 16 languages, the company has offices in Amsterdam, Barcelona, Berlin, Cambridge, Cape Town, Dubai, Dublin, London, Loulé (PT), Lyon, Munich, New York, Paris, Rome, San Francisco, Singapore, Stockholm, Vienna and Warsaw.

For more information on Booking.com please visit: [www.booking.com](http://www.booking.com).

### **About DerbySoft**

Founded in Shanghai in 2002, DerbySoft is a leading technology company serving the hospitality and travel industries in China. DerbySoft has developed and now operates China's largest hotel switch serving thousands of large international and domestic chain hotels including Hilton, IHG, BTG-Nikko Hotels, Jinling Hotel Group, CTS Hotels and others as well as more than 1000 independent Chinese hotels. On the buyer side, hundreds of Chinese travel agencies, corporate travel offices, online travel agencies and other online distribution channels are connected to the switch.

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