

## Priceline.com and Booking.com Announce Executive Appointments

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Priceline.com (Nasdaq: PCLN) and its international business unit, Booking.com, announced today executive appointments within their European and Asian operations.

The companies announced that Adrian Currie, who has served as Chief Financial Officer of Booking.com, will relocate to New Zealand, where he will help develop priceline.com's business in the Asia Pacific region. In his new role, Mr. Currie will continue to serve as Chairman of Agoda.com, the Asian hotel reservation service acquired by priceline.com in November 2007, and will lead the expansion of Booking.com's operations in Australia and New Zealand.

'Adrian has been an integral part of our international leadership team that has successfully integrated and transformed priceline.com's complementary acquisitions of Active Hotels and Bookings into Europe's largest online hotel reservation service, available in over 60 countries and 18 languages,' said priceline.com President and Chief Executive Officer Jeffery H. Boyd. 'Adrian's broad experience makes him an ideal candidate to help the Agoda management team with integration priorities and lead the expansion of Booking.com in Australia and New Zealand.'

The companies also announced today that Erik Wienk has been named Chief Financial Officer of Booking.com. Mr. Wienk comes to Booking.com from Maxxium Worldwide, a leading global distributor of premium spirits and wines, where he was Global Director, Financial Planning and Control. Before Maxxium, he held financial positions with Gillette and Microsoft.

'Booking.com is pleased to have an executive of Erik's caliber join our organization,' said Booking.com Chief Executive Officer Stef Norden. 'Erik brings a wealth of experience in managing the growing international businesses of some of the most iconic global brands. We expect that his financial acumen and leadership skills will be additive to the increasing depth of our international management team.'

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