

priceline.com Financials
Statistical Data

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This supplement is unaudited and intended as a supplement to, and should be read in conjunction with, the Company's audited financial statements and the notes thereto filed with the SEC on Form 10-K and unaudited quarterly financial statements filed with the SEC on Form 10-Q. Certain data have been reclassified in order to conform historical information in a manner consistent with current presentation and has not been audited in this form. Certain presentations within this supplement are not consistent with Generally Accepted Accounting Principles.

Certain amounts may differ from reported results due to rounding.

priceline.com Incorporated

Statistical Data

In millions
(Unaudited)

Gross Bookings	4Q08	1Q09	2Q09	3Q09	4Q09	1Q10	2Q10	3Q10	4Q10	1Q11
Domestic	\$689	\$851	\$964	\$999	\$831	\$989	\$1,154	\$1,121	\$902	\$1,129
International**	792	1,092	1,415	1,724	1,433	1,975	2,256	2,885	2,363	3,536
Total	\$1,481	\$1,944	\$2,379	\$2,723	\$2,264	\$2,965	\$3,410	\$4,006	\$3,265	\$4,665
Agency Merchant**	\$1,108	\$1,470	\$1,825	\$2,131	\$1,766	\$2,374	\$2,683	\$3,168	\$2,557	\$3,781
	373	474	555	592	498	591	727	838	708	884
Total	\$1,481	\$1,944	\$2,379	\$2,723	\$2,264	\$2,965	\$3,410	\$4,006	\$3,265	\$4,665
Year/Year Growth										
<i>Domestic</i>	31.1%	18.1%	10.6%	24.9%	20.6%	16.2%	19.6%	12.2%	8.5%	14.1%
<i>International</i>	16.5%	5.3%	14.3%	37.8%	81.0%	80.8%	59.5%	67.3%	64.9%	79.0%
<i>excluding FX impact</i>	27.6%	23.5%	32.4%	48.5%	69.5%	72.8%	67.1%	78.0%	70.7%	78.1%
<i>Agency Merchant</i>	21.4%	7.3%	10.1%	32.9%	59.4%	61.5%	47.0%	48.7%	44.8%	59.3%
	27.5%	21.9%	22.4%	32.6%	33.5%	24.8%	31.1%	41.4%	42.1%	49.5%
Total	22.9%	10.5%	12.8%	32.8%	52.9%	52.5%	43.3%	47.1%	44.2%	57.3%
Units Sold	4Q08	1Q09	2Q09	3Q09	4Q09	1Q10	2Q10	3Q10	4Q10	1Q11
Hotel Room-Nights	9.1	12.8	15.7	17.9	14.6	20.0	23.2	27.5	22.0	31.2
<i>Year/Year Growth</i>	38.0%	36.4%	44.0%	56.3%	59.9%	56.8%	48.2%	54.1%	50.6%	55.8%
Rental Car Days	2.2	3.0	3.2	2.6	2.4	3.0	4.3	5.1	3.9	4.9
<i>Year/Year Growth</i>	11.1%	15.4%	15.0%	11.6%	6.6%	-0.9%	32.0%	97.3%	65.4%	64.7%
Airline Tickets	1.1	1.5	1.6	1.5	1.3	1.5	1.6	1.5	1.3	1.6
<i>Year/Year Growth</i>	43.7%	28.0%	13.9%	30.2%	16.2%	2.8%	4.1%	-4.6%	-2.3%	2.1%
Revenue	4Q08	1Q09	2Q09	3Q09	4Q09	1Q10	2Q10	3Q10	4Q10	1Q11
	\$406.0	\$462.1	\$603.7	\$730.7	\$541.8	\$584.4	\$767.4	\$1,001.8	\$731.3	\$809.3
<i>Year/Year Growth</i>	21.3%	14.6%	17.5%	30.1%	33.4%	26.5%	27.1%	37.1%	35.0%	38.5%
Gross Profit	4Q08	1Q09	2Q09	3Q09	4Q09	1Q10	2Q10	3Q10	4Q10	1Q11
	\$205.1	\$208.3	\$305.2	\$434.0	\$313.2	\$319.1	\$445.3	\$666.2	\$478.4	\$505.8
<i>Year/Year Growth</i>	28.0%	15.0%	20.3%	37.3%	52.7%	53.2%	45.9%	53.5%	52.8%	58.5%

Gross bookings is an operating and statistical metric that captures the total dollar value, generally inclusive of taxes and fees, of all travel services booked by customers.

** Includes \$95.7 million, \$55.0 million, \$85.8 million and \$43.9 million of Travel Jigsaw gross bookings in 1Q11, 4Q10, 3Q10 and 2Q10 since acquisition on May 18, 2010, respectively.