



Priceline Launching Its Largest-Ever Black Friday / Cyber Monday Event With Flash Sales on Flights, Hotels, Rental Cars, Cruises and More

November 14, 2019

More than two hundred million dollars in "2019 Season of Savings" travel deals available; One thousand travelers to receive "99 percent off" discount code surprise

NORWALK, Conn.--(BUSINESS WIRE)--Nov. 14, 2019-- This holiday season, Priceline will celebrate by launching the largest Black Friday - Cyber Monday sale in the company's 20+ year history. The 2019 Season of Savings event will feature more than two hundred million dollars' worth of available travel discounts, beginning over the Black Friday / Cyber Monday weekend and extending throughout the holiday season.

Priceline will distribute 20 million special codes via email, which will unlock savings on flights, hotels, rental cars and cruises the world over. Participation is simple. Every traveler who has agreed to receive emails from Priceline is automatically eligible. Anyone else can access Season of Savings deals by signing up at www.priceline.com/partner/email/signup. On the morning of Black Friday, Priceline will also launch a special section on its site that will showcase the special deals and explain how they can be accessed.

In addition, one thousand eligible participants will receive an unexpected holiday thrill: a special code that delivers 99 percent-off savings for Express Deal® hotels worldwide.

"This year, Priceline is going to reward travelers with the biggest holiday sale in our history," said Brett Keller, CEO of Priceline. "And we're layering in different surprises, like free cruises, 99 percent-off hotel codes and exclusive promotions. On behalf of all of us at Priceline, thank you and enjoy your travels!"

2019 Season of Savings Launches 5am ET on Black Friday

Throughout the Black Friday / Cyber Monday weekend, Priceline will launch a new Flash Sale every two hours. Each Flash Sale will be unique. Examples include:

- **Flight Deals:** Discounts on flights site-wide on Cyber Monday, spanning thousands of different routes to the most popular destinations worldwide.
- **Hotel Deals:** During the Black Friday / Cyber Monday weekend, Priceline will send more than 20 million special codes that will unlock savings of up to 50 percent off of Express Deal hotels. These discounts will add savings to Express Deal hotel rooms that are already discounted at up to 60 percent below retail prices.
- **Rental Car Deals:** Priceline will also unveil discounts on rental car bookings site-wide, alongside special rates provided by the most popular rental car brands.
- **Free Cruises:** On Monday, November 25, Priceline will send an email offering travelers the chance to win one of two free cruises - a 3-5 night cruise and a 6-8 night cruise, at various locations throughout the world. On Black Friday, Priceline will alert the winners.

Beginning Wednesday, November 27, the day prior to Thanksgiving, Priceline will unveil additional holiday sales, developed in partnership with some of the world's most popular travel brands, including Walt Disney World®, Las Vegas and Thrifty®.

The 2019 Season of Savings Campaign extends through December and into January 2020. It will feature flight deals, extensive hotel discounts and exclusive cruise promotions, including a grand kickoff to 2020 Wave Season.

About Priceline

[Priceline](http://www.priceline.com), part of Booking Holdings Inc. [NASDAQ: BKNG], is a world leader in travel deals. Priceline offers exclusive discounts on hotels, flights, alternative accommodations, rental cars, cruises and packages. We offer more than a million lodging properties, helping travelers find the right accommodation at the right price. We negotiate great deals every day, and put our best pricing on the Priceline app. Our deep discounts on hotels, flights, rental cars and more are also distributed through our partnership brand, Priceline Partner Network. With free cancellation for many rates, 24-hour customer assistance and the option for both pre-paid and pay upon arrival reservations, Priceline helps millions of travelers be there for the moments that matter. For us, every trip is a big deal.

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