

## **BOOKING.COM Forges Ahead with International Business Expansion**

Amsterdam, 23 April, 2007 – BOOKING.COM, Europe's leading online hotel reservations company, announced today the opening of four new offices in Cape Town, Munich, Warsaw and Dubai this month. The new offices will be staffed with local sales and account management teams to ensure closer relationships with hotels and partners in each region.

"We believe that these new regions will be important for the growth of our company. By setting up these offices we can focus better on providing a localised offering and a personalised account management service," said Stef Norden, CEO of BOOKING.COM. "In addition to opening a second office in Germany, our new offices in South Africa, Poland and the UAE emphasise our commitment and dedication to expanding our business model in these countries."

BOOKING.COM currently operates from offices based in Amsterdam, Barcelona, Berlin, Cambridge, Dublin, London, Loulé, Lyon, Norwalk (USA), Paris, Rome and Vienna. The company sold 11 million hotel room nights in 2006, experiencing an organic annual growth rate of 111%. Hotels in the new regions are now available at: [www.booking.com](http://www.booking.com).

### About Booking.com

BOOKING.COM is part of priceline.com (Nasdaq: PCLN), and is Europe's leading online hotel reservations company by room nights sold. BOOKING.COM attracts over 20 million unique visitors each month from both leisure and business markets worldwide.

BOOKING.COM is available in 15 languages and offers over 30,000 hotels in more than 8,000 destinations. The company has offices in Amsterdam, Barcelona, Berlin, Cambridge, Cape Town, Dubai, Dublin, London, Loulé (PT), Lyon, Munich, Norwalk (USA), Paris, Rome, Vienna and Warsaw. For further information, see: [www.booking.com](http://www.booking.com)

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