

Priceline.com Releases Top 10 New Car Models And Manufacturers For March

NORWALK, Conn.--(AutomotiveWire)--April 12, 2000--Priceline.com (Nasdaq: PCLN), the Internet pricing system that enables consumers to save money by naming their own price for a variety of travel, automotive and personal finance products, announced today the top-ten selling vehicles and manufacturers for March.

The March priceline.com Top 10 Cars Sold

	March Ranking	February Ranking
Honda Accord	1	2
Honda Civic	2	3
Honda Odyssey	3	1
Volkswagen Passat	4	6
Volkswagen Jetta	5	9
Toyota Camry	6	4
Acura TL	7	NF
Toyota Sienna	8	NF
Ford Mustang	9	NF
Nissan Maxima	10	NF

NF - did not make February list.

Priceline.com's Top Ten Manufacturers for March

1. Honda
2. Toyota
3. Ford
4. Volkswagen
5. Chevrolet
6. Dodge
7. Nissan
8. Jeep
9. BMW
10. Acura

"One interesting note is the absence of SUVs and other larger trucks from this month's top ten list," said Maryann Keller, president of priceline.com's new car service. "Those vehicles remain strong sellers online, just as they are offline, but their disappearance from this month's list is a direct result of priceline.com's continuing expansion into new states and markets. As we continue to expand, we're seeing offers and orders for a greater variety of vehicles, such as the Ford Mustang, which appears on this month's top ten list for the first time this year."

About priceline.com

Priceline.com is the patented Internet pricing system that enables consumers to achieve significant savings by naming their own price for goods and services. Priceline.com takes consumer offers and then presents them to sellers who can fill as much of that guaranteed demand as they wish at price points determined by buyers. Priceline.com's "virtual" business model allows for rapid scaling using the Internet. Because the Company electronically collects consumer demand, it can fill this demand directly with sellers or by using proprietary databases. Priceline.com does not maintain or warehouse inventories in any of its

product lines.

Priceline.com is currently selling multiple services to its sellers across three distinct product categories: a travel service that offers leisure airline tickets, hotel rooms and rental cars, a personal finance service that offers home refinancing and home equity loans, and an automotive service that offers new cars. Recently, priceline.com announced that it would also offer new services for long-distance telephone calling and credit cards.

This press release may contain forward-looking statements that are made pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. Expressions of future goals and similar expressions including, without limitation, "may," "will," "believes," "should," "could," "hope," "expects," "expected," "does not currently expect," "anticipates," "predicts," "potential," and "forecast," reflecting something other than historical fact are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. These forward-looking statements involve a number of risks and uncertainties, including the timely development and market acceptance of products and technologies and other factors described in the Companies' filings with the Securities and Exchange Commission. The actual results may differ materially from any forward-looking statements due to such risks and uncertainties. The Companies undertake no obligations to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

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