

## Booking.com Opens Two New Offices in the US

Cambridge, 4 March 2008 – Booking.com, Europe's leading online hotel reservations agency has opened two new offices in New York and San Francisco as further commitment to its business expansion in the United States and North American Region.

Heading up the US team is Michaela Baier who brings with her 4 years of experience gained at Booking.com's headquarters in Amsterdam. Michaela is supported by a 21 strong team of dedicated staff, recruited both locally and in addition to a couple of internal promotions from Europe.

Based in central locations in NYC as well as San Francisco, the team will focus on providing dedicated hotelier account management support for its hotel partners in USA, Canada and Mexico. With over 1400 hotels in North America, the new offices provide the perfect opportunity to develop closer relationships with hotels and partners in the region.

Michaela Baier, Hotels Manager USA, stated: "This is an exciting time for Booking.com as the strong Euro and longer vacation days of European travellers as well as growth in the European online market provide a lucrative business opportunity for hotels in the USA, Canada and Mexico. Booking.com's goal is to provide these hotels with the opportunity to capture international travellers from all over the world via its multi-lingual website and pro-active marketing strategy.

Booking.com is dedicated to providing a cost-effective commission model to ensure hotel partners reap maximum benefit. Our business model gives hotels full control over their rates and availability, with guests paying them directly upon checking out of their hotel. With an established presence on both the East and West coast, we can focus on building stronger relationships and providing an effective account management service."

### 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 and sold 19 million hotel room nights in 2007, experiencing an organic annual growth rate of 82%.

Booking.com is available in 17 languages and offers over 40,000 hotels in more than 10,000 destinations. The company has offices in Amsterdam, Barcelona, Berlin, Cambridge, Cape Town, Dubai, Dublin, London, Loulé (PT), Lyon, Munich, New York, Norwalk (USA), Paris, Rome, San Francisco, Stockholm, Vienna and Warsaw. For further information, see: [www.booking.com](http://www.booking.com)