

priceline.com

The Press Releases

February 11, 1998 – December 29, 2000

Press
Release
#

1. 2/11/1998 For the First Time, Consumers Can Use the Power of the Internet to Name Their Own Price for Major Purchases
2. 4/6/1998 Leisure Travelers Can Now Name Their Own Price for Airline Tickets
3. 4/15/1998 Newcomer Priceline.com Attracts More Than One Million Visitors its First Week
4. 5/19/1998 Priceline.com Debuts In the Top-10 Most-Visited Commerce Web Sites
5. 5/19/1998 Newcomer Priceline.com Sells More Than 10,000 Leisure Airline Tickets In its First Six Weeks
6. 6/10/1998 IN 24 HOURS, PRICELINE.COM GETS 1,000 CONSUMERS LEISURE AIRLINE TICKETS AT THEIR PRICE
7. 6/15/1998 E-Commerce Pioneer Priceline.com Sells 20,000 Leisure Airline Tickets In Six Weeks
8. 6/15/1998 Priceline.com and Cyberskipper.com Team Up in New Contest to Fly Baseball Fans to Their Field of Dreams
9. 7/6/1998 Priceline.com Expands "Name Your Own Price" Service With an Entirely New Way to Buy a Car or Truck
10. 7/29/1998 Priceline.com Gets 4-Star Rating From Yahoo! Internet Life As
11. 7/29/1998 Priceline.com Offers Free 1-800-PRICELINE Service For Requesting Leisure Airline Tickets
12. 7/31/1998 The hottest cars on the Net: Priceline.com Releases Top 10 New Car Models
13. 8/6/1998 General Atlantic Partners invests \$20 million in priceline.com
14. 8/7/1998 Priceline.com's 'Get Me Outta Here!' Index Lists America's Top 10 Departure Cities for July
15. 8/11/1998 Priceline.com issued U.S. patent #5,794,207 for the world's first buyer-driven e-commerce system

16. 8/19/1998 Priceline.com keeps affordable leisure airline tickets within reach of nation's budget-conscious travelers
17. 8/27/1998 Priceline.com Names Richard S. Braddock Chairman and Chief Executive Officer
18. 8/27/1998 The Hottest Cars on the Net:
19. 9/21/1998 After First 45 Days, Priceline.com's New Car Sales Pass \$2 Million Mark In New York Market Test
20. 10/5/1998 McDonald's, Coke & Nike, Look Out: Here Come The Internet Mega-brands
21. 10/13/1998 Priceline.com Releases Top 10 New Car Models For New York Metro Internet Consumers in September
22. 10/28/1998 There's A New Way To Save Money On Hotel Rooms: Name Your Own Price -- At priceline.com
23. 10/28/1998 Priceline.com Wins Momentum Award For Internet Leadership
24. 11/4/1998 Priceline.com's Sales Accelerate
25. 11/4/1998 Survey Reveals Internet Buying Patterns, Preferences
26. 11/4/1998 Priceline.com Expands International Service, Flying Travelers Around the World at Incredible Prices
27. 11/16/1998 Priceline.com Rolls Out New Hotel Service With \$10 Million Worth of Advertising Featuring William Shatner
28. 11/17/1998 Priceline.com Announces Plans To Add 35 More U.S. Cities To Its Hotel Service In January
29. 11/25/1998 Priceline.com's New Hotel Service Now Available Over The Phone
30. 12/4/1998 Priceline.com Releases Top 10 New Car Models For New York Metro Internet Consumers in November
31. 12/9/1998 Priceline.com Raises \$55 Million in 3rd Round Financing
32. 12/21/1998 Priceline.com Name-Your-Price Hotel Service Grows To 200+ Cities In Just 8 Weeks
33. 12/21/1998 Priceline.com Name-Your-Price Hotel Service Introduces
34. 12/29/1998 Patent Allowances For New Type Of Airline Ticket Granted To Walker Digital
35. 1/25/1999 Can't Find A Mortgage At An Interest Rate You Like? Name Your Own Rate And Terms At priceline.com Home Financing

36. 2/9/1999 Priceline.com Releases Top 10 New Car Models For New York Metro Internet Consumers in January
37. 3/29/1999 Priceline.com Incorporated Prices Initial Public Offering At \$16 Per Share
38. 4/9/1999 Priceline.com Releases Top 10 New Car Models For New York Metro Internet Consumers in March
39. 4/13/1999 Priceline.com, First USA Join In Strategic Marketing Agreement
40. 4/19/1999 Priceline.com Launches Enhanced Hotel Service With 4,250 Brand-Name Hotels In 1,100 Cities, Towns And Resorts In All 50 States
41. 4/29/1999 Priceline.com Sets Record With 1st Million-Dollar Sales Day
42. 5/3/1999 New Study Shows Top E-Commerce Brands Distancing Themselves From Pack
43. 5/4/1999 Priceline.com Reports First Quarter 1999 Financial Results
44. 5/5/1999 Priceline.com Travel Services unit Reports 7,000 Airline Ticket Sales Day
45. 5/7/1999 Walker Digital Chairman Applauds U.S. Appeals Court Decision Reaffirming And Expanding The Patentability Of Business Process Inventions
46. 5/7/1999 Priceline.com Broadens Patent Portfolio With New Business Method Patent
47. 5/11/1999 Priceline.com Expands Tornado Relief Effort with a Donation of 750 Hotel Rooms From Starwood Hotels and Resorts Worldwide
48. 5/12/1999 Priceline.com Travel Services Unit Reports 7,000 Airline Ticket Sales Day
49. 5/19/1999 Priceline.com's Directed Shares to be Released by Morgan Stanley Dean Witter
50. 5/25/1999 In 1999, People Talk More About Their Last Internet Shopping Trip Than Their Favorite Movie Or Restaurant
51. 5/28/1999 priceline.com Delivers Savings For Flexible Travelers In Side-By-Side Price Comparison
52. 6/3/1999 Major Airlines' Fare Increase Produces One Ticket Request Per Second for Priceline.com's Name-Your-Price Leisure Airline Tickets
53. 6/17/1999 Priceline.com Names Daniel H. Schulman, Former President Of AT&T's Consumer Markets Division, As Its New President And Chief Operating Officer

54. 6/23/1999 Priceline.com Founder Jay S. Walker Honored By The Industry Standard And Ernst & Young
55. 7/1/1999 Priceline.com Names Maryann Keller President of Its Automotive Services Unit
56. 7/19/1999 Priceline.com Reports Second Quarter 1999 Financial Results
57. 7/19/1999 Priceline.com Plans Convertible Debt and Stock Offerings
58. 7/27/1999 Priceline.com And AutoNation, Inc. Partner On 'Name-Your-Own-Price' New Vehicle Service
59. 8/5/1999 Discover Financial Services, Sprint And EarthLink Sign Marketing Agreements With Priceline.com
60. 8/11/1999 Priceline.com Incorporated Announces Pricing of its Public Offering of 4.5 Million Shares of Common Stock
61. 8/18/1999 Priceline.com Names Michael J. Seergy, Former Top U.S. Executive of Nissan North America, as Vice President and General Manager of its Automotive Services Unit
62. 8/25/1999 Top E-Commerce Brands Close In On 100 Million Consumer Awareness Threshold
63. 9/1/1999 Priceline.com Forms Joint Venture With Alliance Capital Partners To Offer Name-Your-Price Mortgages
64. 9/2/1999 Priceline.com Announces 5-State Expansion For Its Name-Your-Price New Car Service
65. 9/3/1999 Priceline.com Releases Top 10 New Car Models Sold in August Through Priceline.com
66. 9/10/1999 Priceline.com Sets One-Day Sales Record, Sells Over 10,000 Leisure Airline Tickets
67. 9/13/1999 September Ushers In New Sales Records For Priceline.com's Name-Your-Price Hotel Room Service
68. 9/14/1999 Priceline.com Business Groups Set Sales Records
69. 9/16/1999 Web Shoppers Pick amazon.com, eBay And priceline.com As Their Top 3 Places To Save Money On The Internet
70. 9/21/1999 Priceline.com Announces Plans To License Its Business Model, Technology And Brand To New Affiliate Licensee Startup: The WebHouseClub
71. 9/21/1999 Priceline.com Announces Equity Investment in LendingTree

72. 9/24/1999 New York-Area Consumers Line Up At The WebHouseDoor To Name Their Own Price For Groceries
73. 9/27/1999 Budget Rent a Car to join Priceline.com network
74. 10/4/1999 Priceline.com Releases Top 10 New Car Models Sold in September Through Priceline.com
75. 10/11/1999 Priceline.com's Name-Your-Own-Price New Car Service Now Available In 4-State New England Region
76. 10/12/1999 Priceline.com Licenses Patented Business Model To Alliance
77. 10/13/1999 Priceline.com Sues Microsoft For Patent Infringement
78. 10/25/1999 Priceline.com To Release Third Quarter 1999 Financial Results On Thursday, October 28
79. 10/28/1999 Priceline.com Reports Third Quarter 1999 Financial Results
80. 11/1/1999 AT&T And Priceline.com Sign Broad-Based Marketing Agreement
81. 11/2/1999 Cash Registers Start Ringing Early In New York Area For The Priceline.com WebHouseClub
82. 11/3/1999 Grocery Shoppers Always Get Lowest Prices Through Priceline.com's WebHouseClub
83. 11/3/1999 Priceline.com Flies You Home For The Holidays With Money Left Over For Presents
84. 11/3/1999 Priceline.com Releases Top 10 New Car Models Sold in October Through Priceline.com
85. 11/8/1999 Priceline.com To Broaden Its Cost-Saving Business Model By Offering Name-Your-Own-Price International And Domestic Long Distance Service
86. 11/8/1999 Priceline.com's WebHouseClub Scores with Over 15,000 Members in its First Week; Members Save More Than \$12 On Each Visit to Their Local Grocery Store
87. 11/9/1999 For Those Making Travel Plans The Week Of November 9th, Priceline.com Releases List Of Best Holiday Travel Days
88. 11/12/1999 Grand Union To Join Priceline's WebHouseGrocery Service
89. 11/15//1999 Priceline.com WebHouseClub Soars Past 1,000 Participating Grocery Stores

90. 11/15/1999 Ford To Test priceline.com's "Name-Your-Own-Price" Internet Car Buying Service Through Ford.com
91. 11/16/1999 Priceline.com WebHouseClub Adds 2nd Major Market By Expanding to Philadelphia & Southern New Jersey with "Name Your Own Price for Groceries" Service
92. 11/17/1999 United Airlines, American Airlines and US Airways Become Newest Partners In Priceline.com's Name-Your-Price Airline Ticket Program
93. 11/18/1999 Priceline.com's WebHouseClub Members Continue to Come Back for Savings
94. 11/22/1999 New PricelineMortgage Service Lets Internet Mortgage Shoppers Name Their own Terms and Get a Guaranteed, Locked-in Rate Online in 24 Hours or Less
95. 11/23/1999 For Those Making Travel Plans the Week of November 22nd; Priceline.com Releases List of Best Holiday Travel Days
96. 11/26/1999 VACANCY: Hotel Rooms Available For New Year's Eve; Name-Your-Own Price Through Priceline.com
97. 11/29/1999 Priceline WebHouse Club Membership Exceeds 40,000 in First Month of Operation
98. 11/30/1999 National Car Rental Joins Budget Rent A Car In Priceline.com's New Rental Car Program
99. 12/1/1999 For Those Making Travel Plans The Week Of December 1st; Priceline.com Releases List Of Best Holiday Travel Days
100. 12/3/1999 Priceline.com Releases Top 10 New Car Models Sold in November Through Priceline.com
101. 12/6/1999 Priceline WebHouseClub Reaches 50,000 Member Milestone; Average Savings Increase to \$12.75 from \$12 Per Grocery Basket
102. 12/7/1999 Priceline.com Notified Of New Patent Allowance For Its Demand Collection System
103. 12/8/99 Priceline.com Notified Of Additional U.S. Patent Allowance: When Issued, Will Be 5th Patent For Priceline.com
104. 12/9/1999 Priceline.com, Travelocity.com and Preview Travel To Form Broad-Based Marketing Alliance
105. 12/9/1999 Priceline.com Travel Services Announces Priceline2000 Next Generation Name Your Own Price-TM- Service For Airline Tickets

106. 12/10/1999 For Those Making Travel Plans The Week Of December 10th; Priceline.com Releases List Of Best Holiday Travel Days . . . Name Your Own Price-TM- and save on leisure airline tickets and hotel rooms
107. 12/13/1999 Now You Can Name Your Own Price for Pantyhose ...Number 1 Requested Item Added to the WebHouseClub
- 108.12/13/1999 Priceline WebHouseClub 'Name Your Own Price' for Groceries Service to Expand to Washington, D.C. and Baltimore Markets After Selling 1 Million Grocery Items in First 40 Days in New York Market
109. 12/14/1999 Priceline.com Names John C. Andres as Its New Vice President & Chief Patent Counsel: Company Receives Notice of Allowance For 6th U.S. Patent
110. 12/16/1999 William Shatner Agrees To Captain Priceline.com's Ad Campaign Into The Next Millennium
111. 12/30/1999 Priceline WebHouseClub Sells 2nd Million Grocery Items Just 20 Days After Reaching 1 Million Mark-Most Successful 'Clicks and Mortar' Rollout in Internet History
112. 1/5/2000 Priceline.com Sees Record Customer Growth And Leisure Airline Ticket Sales In 4th Quarter: Tells Investor Conference That It Expects To Report Nearly Half A Billion Dollars In Revenue For Its First Full Year Of Operation
113. 1/7/2000 Priceline.com Releases Top 10 New Car Models Sold in December Through Priceline.com
114. 1/10/2000 Priceline.com Informed Of Sale Transaction
115. 1/11/2000 New TV Ad Campaign Leads To Record \$3 Million Revenue Day And Business Unit Sales Records At Priceline.com
116. 1/12/2000 Priceline.com Announces 100% Expansion Of Its Name Your Own Price New Car Service
117. 1/17/2000 Priceline.com Names Jeffery H. Boyd As Its New Executive Vice President And General Counsel
118. 1/17/2000 Priceline.com Names Michael McCadden, Former Gap EVP, As Its New Executive Vice President And Chief Marketing Officer
119. 1/19/2000 New Car Buyers: Name Your Own Price For An Isuzu Amigo Through Priceline.com Auto Services And Get A \$3,000 Rebate
120. 1/19/2000 Priceline Perfect YardSaleTurns the Internet Into a Fast, Safe, Guaranteed Market for Neighbors to Buy and Sell the Quality Goods They No Longer Use

121. 1/26/2000 Priceline.com Teams Up With Hutchison Whampoa To Bring Buyer-Driven E-Commerce To Asia
122. 1/26/2000 Priceline.com Receives Notice Of Allowance For 7th U.S. Patent
123. 1/27/2000 Priceline.com Reports Record Fourth Quarter Financial Results
124. 1/31/2000 Priceline.com Completes Move To Norwalk, CT
125. 2/1/2000 William Shatner Fans: Your Channel-Surfing Days Are Over!; Come to Priceline.com on The Web and Watch The New-Age Balladeer Belt Out Your Favorite Name-Your-Own-Price Hits
126. 2/3/2000 Brand New From Priceline.com: Name Your Own Price For A Rental Car
127. 2/3/2000 Priceline.com Auto Services Releases Top 10 New Car Models And Makes For January 2000
128. 02/14/2000 Advisory Issued to Clarify Media Reporting Of Farmer Jack Priceline.com WebHouseClub Program
129. 02/18/2000 HouseClub Passes 200,000-Member Mark In New York After Three Months Of Operation
130. 2/23/2000 Priceline.com Founder Announces Appointment Of Paul E. Francis To Walker Digital Board of Directors And Senior Positions With Two Priceline-Affiliated Companies
131. 2/23/2000 Heidi Miller, Former CFO Of Citigroup, Joins Priceline.com As Its Senior Executive Vice President, CFO And Member Of The Board Of Directors
132. 2/25/2000 New At priceline .com: Name Your Own Price For GasolineOn The Internet, Then Get Your Price At A Local Gas Station!
133. 2/25/2000 Priceline Sees Gas Sales Adding 5 Million Users Over 2 Yrs
134. 2/29/2000 Priceline.com Announces New Company To Bring Buyer-Driven e-Commerce to Australia and New Zealand
135. 3/6/2000 Consumers Buy Record 10 Million Grocery Items At Priceline WebHouseClub in First 120 Days of Operation
136. 3/23/2000 Priceline.com Announces National Expansion For Its Name Your Own Price(sm) Mortgage Service
137. 3/27/2000 Shaw's and Star Markets Team Up With Priceline WebHouseClub To Offer Shoppers Up to Half Off Grocery Bills
138. 3/31/2000 March Madness: As Priceline WebHouseClub Adds New Cities, Sales Accelerate 500 Percent in Three Weeks

139. 4/4/2000 William F. Pike Joins Priceline.com As Vice President, Financial Planning & Analysis And Investor Relations
140. 4/10/2000 Priceline.com, Travelocity.com Marketing Alliance Launches
141. 4/12/2000 Priceline.com Releases Top 10 New Car Models And Manufacturers For March
142. 4/20/2000 Priceline Auto Services Expands New Car Service Nationally To 48 States; Celebrates Launch With Web-Based Video Preview Of 2000 New York International Automobile Show
143. 4/21/2000 James McGill Joins Priceline WebHouseClub as Executive Vice President And Chief Information Officer
144. 4/24/2000 Priceline.com Reports Record First Quarter Financial Results
145. 4/27/2000 The Hottest Cars at the New York International Automobile Show are on Display at Priceline.com
146. 5/3/2000 Isuzu Launches 2nd New Vehicle Promotion On Priceline.com Auto Service:
147. 5/10/2000 Priceline WebHouseClub and ADVO Inc. Form Strategic Alliance
148. 5/15/2000 Priceline.com Board Of Directors Announces Promotion of Daniel H. Schulman To President And Chief Executive Officer
149. 5/16/2000 Priceline WebHouseClub Announces Partnership with Essential.com
150. 5/24/2000 Priceline.com's B2B Group and American Express Small Business Services Form Marketing Alliance For A Broad Range of Business-To-Business Offerings
151. 5/24/2000 Priceline.com Teams Up With Industry Leaders In IP Telephony Market To Revolutionize The Way Consumers And Small Businesses Buy Long Distance Services
152. 6/1/2000 Priceline WebHouseClub Adds Net2Phone to Sponsor Program That Offers Customers Half Off on Groceries
153. 6/1/2000 Hertz And Alamo Join Budget And National In Priceline.com Car Rental Program
154. 6/6/2000 Prodigy Partners With Priceline WebHouseClub to Offer Name-Your-Own-Price Savings On Groceries
155. 6/7/2000 Tired Of The Same Old Week At The Beach? Head North Of The Border This Summer And Save On Your Vacation Through Priceline.com

156. 6/8/2000 Priceline WebHouseClub Announces Plans to Expand Name-Your-Own-Price(SM) Grocery Service Nationally With the Addition of the Kroger Co.
157. 6/27/2000 John Surface Joins pricelinemortgage as Business Development Manager
158. 6/28/2000 Priceline.com And General Atlantic Partners Announce Formation Of Priceline.com Europe
159. 6/30/2000 Delta Air Lines Exchanges Common Stock For Convertible Preferred Stock In Priceline.com
160. 7/6/2000 Priceline.com Releases Top 10 New Car Models And Makes For June 2000
161. 7/24/2000 Priceline.com Reports Record Second Quarter 2000 Financial Results
162. 7/25/2000 Priceline WebHouseClub Expands to Five Major Markets After Reaching Million-Member Mark
163. 7/26/2000 Now, Priceline.com Customers Can Have Comprehensive Travel Insurance . . . Priceline.com Forms Alliance With AIG Member Companies
164. 7/31/2000 Priceline.com Announces Expansion to Japan in Alliance With SOFTBANK
165. 8/1/2000 Liberty Media and Vulcan Ventures Invest \$190 Million In priceline.com Stock -- Priceline WebHouseClub Announces Anchor Investor For 3rd Round Financing
166. 8/2/2000 Priceline.com and W.R. Berkley Form Venture To Introduce Name Your Own Price Automobile Insurance
167. 8/3/2000 Priceline.com Releases Top 10 New Car Models And Makes For July 2000
168. 08/28/00 Monro Muffler Brake Announces Joint Promotion With Priceline WebHouseClub Name Your Own Price Gasoline and Grocery Services
169. 8/31/2000 Kraft Foods Federal Credit Union Chooses Priceline.com Auto Services as Its Exclusive Name-Your-Own-Price New Car Service
170. 9/7/2000 C O R R E C T I O N -- Priceline WebHouse Club Inc.
171. 9/11/2000 Saudi's Prince Alwaleed Agrees to Invest Additional \$50 Million In Priceline.com Stock Following His \$50 Million Investment Made in May 2000
172. 9/27/2000 priceline.com Anticipates 3rd Quarter Revenue To Be Below Expectations
173. 10/5/2000 WebHouse Club Announces 90-Day Wind-Down of Name-Your-Price Grocery and Gasoline Internet Service
174. 10/5/2000 Priceline.com Responds To WebHouse Club Announcement

175. 10/25/2000 Priceline.com Board Of Directors Announces Promotion Of Jeffery H. Boyd To Chief Operating Officer
176. 10/26/2000 Priceline.com To Hold 3rd Quarter Conference Call On November 2
177. 11/2/2000 Priceline.com Reports 3rd Quarter 2000 Financial Results
178. 11/6/2000 Priceline.com Agrees to Connect Its Name Your Own Price Travel Services to the Amadeus Global Travel Distribution System
179. 11/14/2000 For Those Making Travel Plans The Week of November 13th Priceline.com Releases List Of Best Holiday Travel Days
180. 11/20/2000 New York's Lagueardia And Kennedy Will Be Nation's Busiest Airports This Thanksgiving, According To Priceline.com Survey
181. 12/4/2000 Priceline.com Makes It Possible To Give; The Best Holiday Gift Of All -- You
182. 12/7/2000 ADVISORY/Last Minute Bargains and Tips for Holiday Travelers
183. 12/7/2000 Priceline.com Announces Next Steps In Strategic Plan
184. 12/11/2000 Priceline.com Announces Travel Sales Milestones In New Holiday Ad Campaign
185. 12/18/2000 Myprice Decides Not To Proceed With Australia, New Zealand Launch
186. 12/20/2000 Better Business Bureau Reinstates Priceline.com
187. 12/28/2000 Jay S. Walker Steps Down From Priceline.com Board of Directors