

BOOKING.COM PARTNERS WITH UNIVERSAL ORLANDO RESORT HOTELS

Partnership Connects World's Largest Accommodation Site to One of the World's Top Destinations

AMSTERDAM and ORLANDO, Fla – August 22, 2013 - Booking.com, the largest brand in the global online accommodation sector and part of The Priceline Group (NASDAQ: PCLN), today announced it has signed a partnership with Universal Orlando Resort Hotels. Universal Orlando properties will now be available to Booking.com customers worldwide, with content translated into 41 languages. Customers can also plan their dream Universal Orlando Resort Hotels getaway on both the Booking.com mobile app and Booking.com Tonight.

"Booking.com is a natural fit for the On-site Hotels at Universal Orlando, where vacation becomes adventure," said Keith Wooldridge, Senior Director, Revenue Management and Leisure Sales at Universal Orlando. "Our visitors are from all corners of the earth who seek unique vacations where they can make memories that will last a lifetime. We look forward to a successful partnership bringing the unique Universal experience to Booking.com customers."

As the global accommodations authority with over 500,000 room nights reserved every day, Booking.com offers the most comprehensive accommodations hub in the industry. With over 23 million verified guest reviews, Booking.com continues to offer maximum flexibility for customers as travellers flock to discover their next adventure.

"Universal Orlando Resort Hotels delivers a truly out of this world experience, and we are proud to welcome them into the Booking.com family joining our existing 335,000 accommodations," said Todd Dunlap, Managing Director, Booking.com. "Our global customer base will be thrilled by the access and convenience to rooms in the heart of the excitement at one of the most popular theme parks in the United States."

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About Universal Orlando Resort Hotels

There are many ways to enjoy your Orlando vacation, but there is only one place where vacation becomes adventure: Universal Orlando Resort. It is a unique destination featuring two theme parks, magnificently themed on-site hotels and a night-time entertainment complex. It's the only Orlando destination where you are not just entertained – you become part of the most exhilarating entertainment ever created. You can soar above Hogwarts with Harry Potter, swing above the streets with Spider-Man, be transformed into a banana-loving minion in the hilarious and heart-warming Despicable Me Minion Mayhem ride and help Shrek save Princess Fiona in Shrek 4-D. Now open: TRANSFORMERS: The Ride – 3D. Universal Orlando Resort is an NBC Universal company.

About Booking.com

Booking.com is the world leader in booking hotel and other accommodations online. It guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the Booking.com website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don't pay booking fees – ever. The Booking.com website is available in 41 languages, offers over 330,000 hotels and accommodations in 183 countries, features over 23 million reviews written by guests after their stay, and attracts online visitors from both leisure and business markets around the globe. With over 16 years of experience and a team of over 6,000 dedicated employees in 110+ offices worldwide, Booking.com operates its own in-house customer service team, which is available 24/7 to assist guests in their native languages and ensure an exceptional customer experience.

Established in 1996, Booking.com B.V. owns and operates Booking.com™, and is part of The Priceline Group (NASDAQ: PCLN). Follow us on [Twitter](#), [Google+](#), [Pinterest](#), like us on [Facebook](#), or learn more at <http://www.booking.com>.

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