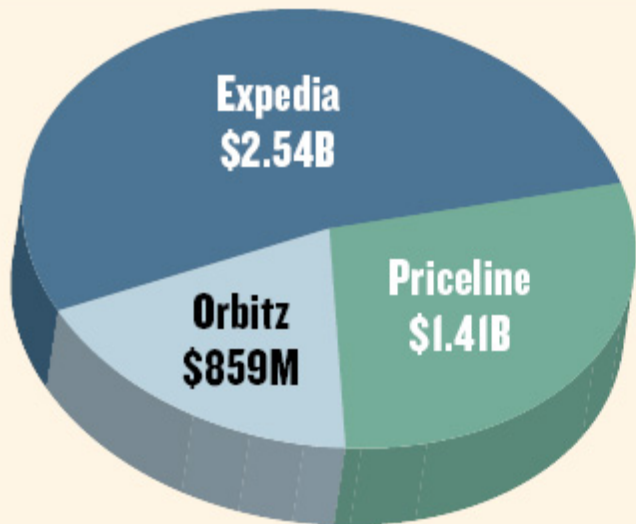
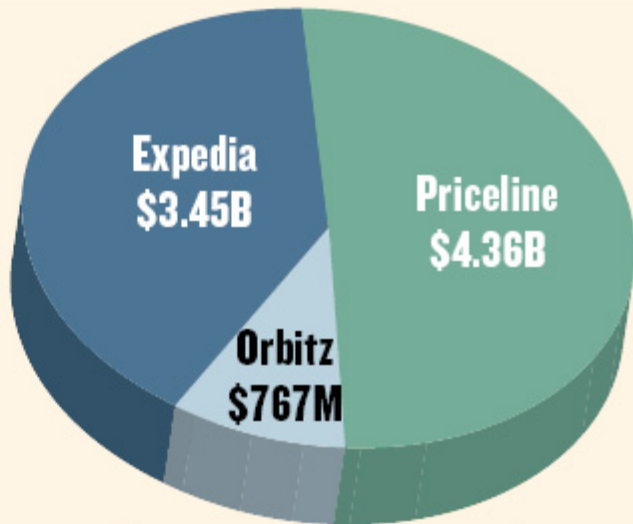


PRICELINE'S GROWING REVENUE SHARE AMONG PUBLIC OTAs



Public OTA revenue in 2007: **\$4.45B**



Public OTA revenue in 2011: **\$8.57B**