



**BOOKING HOLDINGS**

## **Northwest Airlines Signs Distribution Agreement With Priceline.com**

October 3, 2006

Northwest Airlines Signs Distribution Agreement With Priceline.com

NORWALK, Conn.--(BUSINESS WIRE)--Oct. 3, 2006--Northwest Airlines and priceline.com (Nasdaq: PCLN) announced today that the two companies have finalized a distribution agreement covering priceline.com's published-price and opaque airline ticket services. Northwest will resume its participation in priceline.com and lowestfare.com immediately.

"We're excited to have Northwest as a priceline.com participant," said Mark Koehler, priceline.com's Senior Vice President, Air. "We're also very pleased to give our customers access to the broad domestic and international flight options and the excellent in-flight product provided by Northwest."

"Priceline.com has developed a supplier-friendly distribution structure and offers marketing opportunities that meet our needs and allows us to broaden the online base of travelers we serve," said Al Lenza, Northwest's Vice President, Distribution and E-Commerce. "We look forward to resuming our relationship with priceline.com."

About Priceline.com<sup>®</sup> Incorporated

Priceline.com Incorporated (Nasdaq: PCLN) operates priceline.com, a leading U.S. online travel service for value-conscious leisure travelers, and Priceline Europe, a leading European online hotel reservation service.

In the U.S., priceline.com gives customers more ways to save on their airline tickets, hotel rooms, rental cars, vacation packages and cruises than any other Internet travel service. In addition to getting all the best published prices, leisure travelers can narrow their searches using priceline.com's TripFilter advanced search technology, create packages to save even more money, and take advantage of priceline.com's famous Name-Your-Own-Price<sup>®</sup> service, which can deliver the lowest prices available.

Priceline Europe operates one of Europe's fastest growing hotel reservation services through its Booking.com network of hotel reservation services, Activehotels.com and priceline.co.uk. Priceline Europe operates in 40 countries in 12 languages and offers its customers in Europe and the U.S. access to approximately 25,000 participating European hotels.

Priceline.com also operates the following travel websites: Travelweb.com, Lowestfare.com, RentalCars.com and BreezeNet.com. Priceline.com also has a personal finance service that offers home mortgages, refinancing and home equity loans through an independent licensee. Priceline.com licenses its business model to independent licensees, including priceline mortgage and certain international licensees.

CONTACT: Press information:

Priceline.com Incorporated

Brian Ek, 203-299-8167

brian.ek@priceline.com

SOURCE: Priceline.com Incorporated