



Press Release

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Priceline.com Announces The Ultimate Upgrade; Win a private jet trip for you and five friends, limo service and \$5,000 cash

NORWALK, Conn., Apr 17, 2006 (BUSINESS WIRE) -- Your commercial flight is on the runway waiting to take off. Just off the starboard wing, a private jet sits revving its engines. As you taxi out, you imagine how luxurious that flight must be.

Well, stop imagining. Five lucky travelers and their friends are going to take that dream flight, courtesy of priceline.com (Nasdaq: PCLN) and OneSky Jet Network, when they win priceline.com's Ultimate Upgrade. Each of the five Grand Prize winners receives:

-- A private jet trip for six departing from any airport in the country to a destination of your choice, provided by OneSky Jet Network. Trip may not exceed six hours in length (round trip) or \$25,000 in value.

-- Limousine service to and from your chosen airport.

-- \$5,000 cash.

In addition, 10 First Prize winners will receive a pair of commercial airline upgrade vouchers worth \$600-\$800.

The Ultimate Upgrade runs from now through May 8, 2006. Winners will be selected on or about June 5th. Anyone who purchases priceline.com airline tickets, separately or as part of a vacation package, is automatically entered once for each purchase. Instructions for submitting entries and full details on the sweepstakes are available at www.priceline.com.

"Priceline.com customers have saved more than \$5 billion on their travel purchases since we opened our doors in 1998 and this is our way of thanking them for choosing priceline.com," said priceline.com's Chief Marketing Officer Brett Keller. "Winners will be treated to the pinnacle of travel perks - the unsurpassed luxury and flexibility of a trip by private jet."

"OneSky is pleased to join with Priceline in offering these very special trips," said Trey Urbahn, Chairman of OneSky. "Priceline has delivered exceptional savings for millions of travelers. Though our target market is somewhat smaller, OneSky's revolutionary business model allows us to offer pricing up to 40% lower than competing private jet companies."

The Ultimate Upgrade is part of priceline.com's More Ways To Save marketing campaign. Earlier this year, priceline.com unveiled a brand new travel service that goes beyond the other major online travel services in giving consumers more options to get the best travel deals on the Internet.

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With today's priceline.com, consumers can choose their exact flights, hotels, rental cars, cruises and vacation packages from easily searchable grids of published prices and itineraries. Many product descriptions include photos, maps and even reviews from other customers. Priceline.com's intelligent search engine will alert consumers if they can save even more by choosing different airports, hotel zones or travel dates. For maximum savings, consumers can choose priceline's famous Name Your Own Price(R) option for their trip.

About Priceline.com

Priceline.com is the leading travel service for value-conscious leisure travelers. No other travel service gives customers more ways to save on their airline tickets, hotel rooms, rental cars, vacation packages and cruises. In addition to getting all the best published prices, leisure travelers can narrow their searches using priceline.com's TripFilter(TM) advanced search technology, create packages to save even more money, and take advantage of priceline.com's famous Name Your Own Price(R) service, which delivers the lowest prices available.

Priceline.com operates one of Europe's fastest growing hotel reservation services through Activehotels.com, Activereservations.com, Bookings.net and priceline.co.uk. The company also operates the following travel web sites: 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.

About OneSky Jet Network

OneSky has introduced private jet travel as a uniquely accessible and surprisingly affordable transportation choice. OneSky.com is the first and only website where consumers can instantly and intuitively shop, price, and book a private jet trip. Typically, private jets fly empty nearly 50% of the time. Through the use of patent pending technology, OneSky minimizes unproductive empty flying by connecting multiple customer itineraries.

OneSky delivers better pricing by operating more efficiently than its competition. As a result, OneSky travelers save up to 40% on the freedom and luxury of private air travel without any upfront commitments or membership fees.

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