

PRICELINE GROUP INC.

Reported by
FINNEGAN DANIEL J

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 03/07/17 for the Period Ending 03/04/17

Address	800 CONNECTICUT AVE NORWALK, CT 06854
Telephone	203-299-8000
CIK	0001075531
Symbol	PCLN
SIC Code	7389 - Business Services, Not Elsewhere Classified
Industry	Leisure & Recreation
Sector	Consumer Cyclical
Fiscal Year	12/31

FORM 4

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or
Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *		2. Issuer Name and Ticker or Trading Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
Finnegan Daniel J		Priceline Group Inc. [PCLN]		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> X Officer (give title below) <input type="checkbox"/> Other (specify below) Chief Financial Officer	
(Last) (First) (Middle)		3. Date of Earliest Transaction (MM/DD/YYYY)			
THE PRICELINE GROUP INC., 800 CONNECTICUT AVENUE		3/4/2017			
(Street)		4. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)	
NORWALK, CT 06854				<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)					

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)			
Common Stock (1)	3/4/2017		A		2989	A	\$0	20779	D
Common Stock (2)	3/4/2017		F		2926	D	\$1735.10	17853	D
Common Stock (3)(4)	3/6/2017		S		489	D	\$1727.60	17364	D
Common Stock (3)(5)	3/6/2017		S		401	D	\$1728.09	16963	D
Common Stock (3)(6)	3/6/2017		S		300	D	\$1729.88	16663	D
Common Stock (3)(7)	3/6/2017		S		862	D	\$1730.53	15801	D
Common Stock (3)(8)	3/6/2017		S		500	D	\$1731.83	15301	D
Common Stock (3)(9)	3/6/2017		S		400	D	\$1733.20	14901	D
Common Stock (3)	3/6/2017		S		100	D	\$1734.89	14801	D

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)	Date Exercisable	Expiration Date				

Explanation of Responses:

- (On March 4, 2017, 5,978 performance share units vested based on the achievement of certain performance goals. A Form 4 filed on March 6, 2014 reported
- 1) the granting of 2,989 target performance share units and indicated that as many as two times the initial grant or as little as no shares could be acquired by the Reporting Person. This reports the incremental shares vesting as a result of achieving the performance goals for the award.
 - (On March 4, 2017, 2,926 shares were withheld to satisfy certain tax withholding obligations related to the vesting of performance share units.
 - (The shares were sold pursuant to a sales plan, dated September 7, 2016, which complies with the requirements of Rule 10b5-1(c)(1) under the Securities Exchange Act of 1934, as amended.
 - (Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,727.02 - \$1,727.99. Upon request by the Commission staff, The Priceline Group will provide full information regarding the number of shares sold at each separate price.
 - (Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,728.04- \$1,728.21. Upon request by the Commission staff, The Priceline Group will provide full information regarding the number of shares sold at each separate price.
 - (Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,729.26 - \$1,730.22. Upon request by the Commission staff, The Priceline Group will provide full information regarding the number of shares sold at each separate price.
 - (Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,730.34 - \$1,731.17. Upon request by the Commission staff, The Priceline Group will provide full information regarding the number of shares sold at each separate price.

- (Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,731.47 - \$1,732.06 Upon request by the
- 8) Commission staff, The Priceline Group will provide full information regarding the number of shares sold at each separate price.
- (Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,732.80- \$1,733.55. Upon request by the
- 9) Commission staff, The Priceline Group will provide full information regarding the number of shares sold at each separate price.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Finnegan Daniel J THE PRICELINE GROUP INC. 800 CONNECTICUT AVENUE NORWALK, CT 06854			Chief Financial Officer	

Signatures

/s/ Daniel Finnegan

3/7/2017

—Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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