

**PROCEDURES FOR STOCKHOLDER COMMUNICATIONS
WITH THE BOARD OF DIRECTORS OF THE PRICELINE GROUP INC.**

To facilitate communications between stockholders of The Priceline Group Inc. (the “Company”) and the Group’s directors, a committee of the Board of Directors, the Board of Directors’ non-employee directors as a group, or the Board of Directors as a whole (together, the “Board”), the Board of Directors has adopted the procedures summarized below.

1. Stockholders may send correspondence to the Board by writing to them c/o Office of the General Counsel, The Priceline Group Inc., 800 Connecticut Avenue, Norwalk, Connecticut 06854. The Company will disclose the process by which communications can be sent to the Board (a) on its website (www.pricelinegroup.com) in the Investor Relations section under the tab “Corporate Governance” and (b) in its annual proxy statement.
2. The Company’s General Counsel will be responsible for reviewing and logging this correspondence and will forward this correspondence to the Lead Independent Director, if there be one, and/or the Chairperson of the Nominating and Corporate Governance Committee on a regular basis, but not less than once a quarter. Where the nature of a communication warrants, the General Counsel may determine, in his or her judgment, to obtain the more immediate attention of the appropriate committee of the Board or non-management Directors, of the Lead Independent Director, of independent advisors or of Company management, as the General Counsel considers appropriate.
3. The Lead Independent Director, if there be one, the Chairperson of the Nominating and Corporate Governance Committee and the General Counsel may exercise their judgment whether a response to any stockholder communication is necessary.
4. The Board of Directors reserves the right to changes these procedures at any time.

Adopted: September 12, 2012