



## Priceline.com Incorporated to Join the NASDAQ-100 Index Beginning October 29, 2009

NEW YORK, Oct 22, 2009 (GlobeNewswire via COMTEX News Network) -- Priceline.com Incorporated (Nasdaq:PCLN) of Norwalk, Connecticut will become a component of the NASDAQ-100 Index(R) (Nasdaq:NDX), and the NASDAQ-100 Equal Weighted Index (Nasdaq:NDXE) prior to market open on Thursday, October 29, 2009. Priceline.com Incorporated will replace Juniper Networks, Inc. (Nasdaq:JNPR).

Priceline.com Incorporated is an online travel company that offers its customers a broad range of travel services, including hotel rooms, car rentals, airline tickets, vacation packages, cruises and destination services. Internationally, Priceline offers its customers hotel room reservations in 78 countries and 29 languages. In the United States, Priceline gives its customers the ability to purchase travel services in a traditional, price-disclosed manner or the opportunity to use its unique Name Your Own Price(R) service, which allows customers to make offers for travel services at discounted prices. The Company's common stock has a market capitalization of approximately \$7.4 billion.

The NASDAQ-100 Index, launched in January 1985, is one of the most widely followed benchmarks in the world.

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with over 3,700 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX First North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>. \*Please follow NASDAQ OMX on Facebook (<http://www.facebook.com/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

Neither The NASDAQ OMX Group, Inc. nor any of its affiliates (collectively "NASDAQ OMX") makes any recommendation to buy or sell any security or any representation about the financial condition of any company. Investors should undertake their own due diligence and carefully evaluate companies before investing.

NDAQO

This news release was distributed by GlobeNewswire, [www.globenewswire.com](http://www.globenewswire.com)

SOURCE: The NASDAQ OMX Group, Inc.

CONTACT: The NASDAQ OMX Group, Inc.

Media Contact:

Wayne Lee

+1.301.978.4875

Issuer & Investor Contact:

Lisa Chaney

+1.301.978.8281

Priceline.com

Investor Relations

+1.203.299.8487

(C) Copyright 2009 GlobeNewswire, Inc. All rights reserved.

News Provided by COMTEX