



Greater Williamsburg CHAMBER & TOURISM ALLIANCESM

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Williamsburg makes Priceline.com's Annual Top 50 Destinations List for July Fourth 2007

(Williamsburg, VA) Internet travel service Priceline.com has announced the results of its 4th annual survey of the 50 most-popular destinations for the upcoming Independence Day week, and for the first time Williamsburg appears on the List.

In its announcement, Priceline.com highlights the inclusion of Virginia's Historic Triangle: "New to the list, appearing at #45, is Williamsburg, a great family destination with the Busch Gardens and Colonial Williamsburg attractions."

The survey is based on more than 30,000 hotel room booking requests made by priceline.com customers for check-in between June 29 and July 4. Because the survey is based on actual booking activity, and not on consumer preference polls or votes, Priceline.com believes the annual survey is one of the more accurate predictors of July 4th travel trends.

"We are gratified – but not surprised – that Williamsburg made Priceline.com's list," said Dick Schreiber, Chairman & CEO of the Greater Williamsburg Chamber & Tourism Alliance. "We have always known that the Historic Triangle is the perfect choice for the July 4th holiday, but it is great to see that recognition by one of the most popular travel sites on the Internet."

"It is especially encouraging to see that the survey is based on actual booking requests," Schreiber continued. "While we can't point to one factor in the increased interest, I think it's safe to assume that the press coverage resulting from Jamestown 2007 and the cooperation and tremendous marketing effort by all partners are moving us in the right direction – towards increased visitation and bookings. This is one more piece of evidence that we are getting the word out."

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The Priceline Top 50 Destinations List for July 4th 2007

- 1 Chicago, Millennium Park
- 2 Las Vegas, Strip Vicinity
- 3 New York City, Upper Midtown
- 4 Chicago, North Michigan Ave.
- 5 New York City, SoHo
- 6 New York City, Midtown East
- 7 New York City, Midtown West
- 8 Vancouver
- 9 San Diego, Coastal
- 10 Seattle, Downtown
- 11 Newark, Meadowlands
- 12 London, Regents Park
- 13 Oahu, Waikiki Beach
- 14 Montreal
- 15 Washington DC, White House/Downtown
- 16 Niagara Falls, St. Catharines
- 17 Boston, Downtown/Charlestown
- 18 Orange County, Disneyland Area
- 19 Boston, Copley
- 20 Orlando, Universal Studios/Sea World
- 21 Las Vegas, Convention Center
- 22 San Antonio, Downtown/Riverwalk
- 23 San Francisco, Union Square West
- 24 San Diego, Downtown/Harbor Island
- 25 San Francisco, Union Square East
- 26 San Diego, Point Loma/Shelter Island/Old Town
- 27 Philadelphia, Downtown
- 28 Oahu, Waikiki Marina Area
- 29 Orlando, Disney World Vicinity
- 30 San Antonio, Medical Center
- 31 London, Bloomsbury/Marble Arch
- 32 London, Mayfair/Soho
- 33 Toronto, Markham
- 34 San Francisco, Fisherman's Wharf
- 35 Puerto Rico, San Juan
- 36 Los Angeles, Central/Hollywood
- 37 Virginia Beach
- 38 Milwaukee, Downtown
- 39 Myrtle Beach
- 40 Seattle, Airport Area
- 41 Hilton Head Island
- 42 Orange County, Costa Mesa/Irvine
- 43 Toronto, Downtown
- 44 San Diego, East County
- 45 Williamsburg, Williamsburg Historic/Busch Gardens**
- 46 Seattle, Lake Union
- 47 Key West
- 48 Las Vegas, West of Strip
- 49 San Diego, Coronado
- 50 Los Angeles, LAX Area

Note: Priceline's July 4th lists for previous years are available on www.priceline.com in the press releases area of the investor relations section.

About Priceline.com® 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.

Priceline.com also operates the following travel websites: Travelweb.com, Lowestfare.com, RentalCars.com and BreezeNet.com.

Established in 1938, the Greater Williamsburg Chamber & Tourism Alliance is a non-profit organization comprised of more than 1,000 members. Its purpose is to sustain, enhance and promote the business community of the Historic Triangle (City of Williamsburg, James City County and York County).