

PLEASE TAKE NOTE OF THE UPDATED CLAIMS FILING DEADLINE

STRATEGIC CLAIMS SERVICES
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NOTICE TO BROKERS, CUSTODIAL BANKS, FUND MANAGERS, INSURANCE COMPANIES, PENSION FUNDS, MUTUAL FUNDS AND OTHER NOMINEES

Re: Priceline.com, Inc. Securities Litigation Master File No. 3:00CV01884(AVC)
Securities include *common stock* and *options* of Priceline.com, Inc
Cusip No. during the Class Period for Priceline.com, Inc. common stock is 741503106.
(Note: the current Cusip No. for Priceline.com, Inc. common stock is 741503403.)

REQUEST FOR EXCLUSION/OBJECTION DEADLINE – JUNE 8, 2007
SETTLEMENT HEARING DATE – JULY 2, 2007
CLAIMS FILING DEADLINE – AUGUST 31, 2007

Enclosed is a copy of the "Notice of Pendency of Class Action and Proposed Settlement, Motion for Attorneys' Fees and Settlement Fairness Hearing" and "Proof of Claim and Release" in the above-referenced matter. This was sent to all entities whose names have been made available to us, or which we believe may know of potential claimants.

Your clients may be due to receive a portion of the settlement fund set aside in this matter should they have purchased the above **common stock and/or options** during the designated Class Period.

We request that you assist us in identifying any individuals or accounts having **purchased the common stock and/or options of Priceline.com, Inc. between January 27, 2000 and October 4, 2000, inclusive.** excluding (a) Settling Defendants, (b) officers and directors of Priceline.com at all relevant times (c) members of the Settling Defendants' immediate families and their legal representatives, heirs, successors or assigns, (d) any entity in which Settling Defendants have or at any time had a Controlling Interest, (e) Deloitte & Touche LLP, or any of Deloitte's partners, officers and directors, and (f) any Class Members who exclude themselves by filing a request for exclusion in accordance with the requirements set forth in question 13 of the Notice.

PER COURT ORDER, YOU MUST RESPOND IN 7 DAYS OF RECEIPT OF THIS NOTICE

Please comply in one of the following ways:

1. If you have no beneficial owners, please so advise us in writing; or
2. Supply us with the names and addresses of your beneficial owners and we will do the mailing (**Please provide us this information electronically.** If you are not able to do this, labels will be accepted but it is important that a hardcopy also be submitted of the names of your clients); or
3. Advise us of how many beneficial owners you have and we will supply you with ample forms to do the mailing.

You are on record as having been notified of this legal matter. Any reasonable research and mailing expenses may be billed directly to our office, payable subject to the approval of the Class's representatives. You should note on your invoice that expenses incurred were for compliance with the Order of the Court. Please call us directly at the above number should you have any questions.

Thank you for your prompt response.

Sincerely,
Claims Administrator
Priceline.com, Inc. Securities Litigation
FOR: PLAINTIFFS' COUNSEL