

Priceline Group Inc.  
Form 4  
August 18, 2014

**FORM 4**

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

OMB APPROVAL

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
RYDIN CRAIG W

(Last) (First) (Middle)

THE PRICELINE GROUP  
INC., 800 CONNECTICUT  
AVENUE

(Street)

NORWALK, CT 06854

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Priceline Group Inc. [PCLN]

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/15/2014

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

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

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction 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 Ownership (Instr. 4)	
				Code	V Amount or Price				
Common Stock <sup>(1)</sup>	08/15/2014		S	89	D	\$ 1,267.25	2,480	D	
Common Stock <sup>(1)</sup> <sub>(2)</sub>	08/15/2014		S	260	D	\$ 1,276.47	2,220	D	
Common Stock <sup>(1)</sup> <sub>(3)</sub>	08/15/2014		S	150	D	\$ 1,278.32	2,070	D	
Common Stock <sup>(1)</sup>	08/15/2014		S	100	D	\$ 1,283.79	1,970	D	

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Common Stock <u>(1)</u> <u>(4)</u>	08/15/2014	S	520	D	\$ 1,285.15	1,450	D
Common Stock <u>(1)</u> <u>(5)</u>	08/15/2014	S	200	D	\$ 1,286.88	1,250	D
Common Stock <u>(1)</u>	08/15/2014	S	100	D	\$ 1,288.1	1,150	D
Common Stock <u>(1)</u>	08/15/2014	S	100	D	\$ 1,290.05	1,050	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction 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 (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 5)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RYDIN CRAIG W THE PRICELINE GROUP INC. 800 CONNECTICUT AVENUE NORWALK, CT 06854	X			

## Signatures

/s/ Craig W.  
Rydin

08/18/2014

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) The shares were sold pursuant to a sales plan, dated May 13, 2014, which complies with the requirements of Rule 10b5-1(c)(1) under the Securities Exchange Act of 1934, as amended.
- (2) Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,276.19 - \$1,277.05. Upon request by the Commission staff, priceline.com will provide full information regarding the number of shares sold at each separate price.
- (3) Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,278.25 - \$1,278.45. Upon request by the Commission staff, priceline.com will provide full information regarding the number of shares sold at each separate price.
- (4) Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,284.87 - \$1,285.71. Upon request by the Commission staff, priceline.com will provide full information regarding the number of shares sold at each separate price.
- (5) Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,286.70 - \$1,287.05. Upon request by the Commission staff, priceline.com will provide full information regarding the number of shares sold at each separate price.

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

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.