

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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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 ⁽¹⁾	08/15/2014		S	89	D \$ 1,267.25	2,480	D	
Common Stock ⁽¹⁾ ₍₂₎	08/15/2014		S	260	D \$ 1,276.47	2,220	D	
Common Stock ⁽¹⁾ ₍₃₎	08/15/2014		S	150	D \$ 1,278.32	2,070	D	
Common Stock ⁽¹⁾	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.

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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 Beneficially Owned Following Reported Transaction (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

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.

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