

**PRICELINE'S 10<sup>TH</sup> ANNIVERSARY CELEBRATION**

# A DECADE of DEALS

**WITH THE NEGOTIATOR, THE MAN WHO STICKS IT TO THE MAN.**

*This is what it looks like to be a man on top of the world. The Negotiator's been making deals and chopping prices for ten years. But as long as there are people out there looking for travel deals, the Negotiator's job is never done. Let's take a look at some of his greatest triumphs and latest deal innovations.*

**WHY WE'RE ALL NEGOTIATORS NOW.**

With Name Your Own Price, Priceline locked off the consumer revolution. Travelers have saved over \$7 billion since then. And countless happy dancers have ensued. Now that Name Your Own Price is even faster and easier than before, the only question is: "How low will you go?"

**THE ELUSIVE NOFEE**

NoFee, the Negotiator's silent sidekick, is a bit of a mystery. What isn't mysterious is the fact that Priceline doesn't charge you looking fees on published flights, while other sites do. It doesn't take a large, multi-bald man to see that Priceline has the better deals.

**A DEAL BY ANY OTHER NAME IS STILL A DEAL.**

Priceline isn't just "that place where you can bid on stuff." It's also chock full of some of the best published prices the side of the Negotiator's won fist. Peruse the published price deals and choose the exact non-stop flight, hotel property or rental car company you want. >

**THE POWER OF THE PACKAGE**

When the Negotiator bundles your flight with your hotel, you end up saving big. Real big. How big? Up to \$529 big. Plus, whenever you shop for a flight on Priceline, they look for a rental car to package with your flight to see if they can find you an even more impressive deal.

**BE YOUR GROUP'S NEGOTIATOR.**

Need a bunch of hotel rooms? Priceline lets you be the hero of your group. You get price quotes right from the hotels and pick the one you want. And you're guaranteed to get the best price, or your room is free. That tingling sensation you feel is called the thrill of victory.

**IF THE NEGOTIATOR HAD A SECRET CLUB, HE'D NAME IT INSIDE TRACK.**

Then he'd give you an insider's look at flight prices and market trends. And he'd scour the globe for deals to your favorite city. And then he'd let you know instantly when prices dropped so you could pounce. But the Negotiator doesn't have a secret club. He just has Inside Track. Which, as you can see, really isn't much of a secret.

**WHY YOU SHOULD ALWAYS HAVE A SUITCASE PACKED.**

With PriceBreakers, you get access to exclusive deals, handpicked by the Negotiator. From cruises to vacation packages to flights, there's always a deal on a last-minute getaway. So sign up for the e-mail alerts or check PriceBreakers often. Oh, and you might want to have a fake doctor's note ready in advance, just in case.

**priceline.com**  
no one deals like we do

Bryce Duffy

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