

FOR IMMEDIATE RELEASE

Contact: Jill Kelly
MediaVest USA
212-468-3828
jill.Kelly@mediavestww.com

MediaVest USA to Consult Priceline.com with Media Planning

June 20, 2003 – NEW YORK, New York – MediaVest, a leading U.S. media agency, said today that it has been selected to provide strategic, consulting services to Internet travel company priceline.com* (Nasdaq: PCLN) with media planning. Priceline.com markets a full range of travel services, including hotel rooms, airline tickets, rental cars, vacation packages and cruises. Media buying for priceline.com continues to be handled by Ocean Media of Huntington Beach, CA. Financial details of the MediaVest assignment, which takes effect immediately, were not released.

About MediaVest Worldwide

MediaVest Worldwide is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver innovation that really works and industry-first initiatives, through our people and product, MediaVest's longstanding client partnerships include some of the world's smartest marketers, including Kraft, P&G, Coca-Cola and Capital One. MediaVest is a division of the Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe. SMG ranks among the world's largest brand communications groups with billings of \$21.7 billion in 2002. With a global staff of more than 3,800 contact architects, SMG's network of 110 offices in 76 countries fuels brand-building results for many of the world's leading companies.

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