

Priceline Group Inc.
Form 4
June 18, 2014

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
BOYD JEFFERY H

(Last) (First) (Middle)

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)
06/16/2014

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 Indirect Beneficial Ownership (Instr. 4) |
|--|---|---|--------------------------------------|---|--|---|---|
| | | | Code | V | Amount | (A) or (D) | Price |
| Common Stock ⁽¹⁾ | 06/16/2014 | | S | | 100 | D | \$ 1,183.99 |
| Common Stock ⁽¹⁾ | 06/16/2014 | | S | | 100 | D | \$ 1,186.33 |
| Common Stock ⁽¹⁾ ⁽²⁾ | 06/16/2014 | | S | | 200 | D | \$ 1,189.25 |
| Common Stock ⁽¹⁾ ⁽³⁾ | 06/16/2014 | | S | | 200 | D | \$ 1,190.87 |
| Common | 06/16/2014 | | S | | 400 | D | \$ 199,125 |

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| | | | | | | | | |
|--|------------|---|-----|---|----------------|---------|---|-------------------------------|
| Stock ⁽¹⁾ <u>(4)</u> | | | | | 1,192.34 | | | |
| Common Stock ⁽¹⁾ <u>(4)</u> | 06/16/2014 | S | 100 | D | \$ 1,193.04 | 199,025 | D | |
| Common Stock ⁽¹⁾ <u>(4)</u> | 06/16/2014 | S | 54 | D | \$ 1,195.01 | 198,971 | D | |
| Common Stock ⁽¹⁾ <u>(5)</u> | 06/16/2014 | S | 222 | D | \$ 1,198.56 | 198,749 | D | |
| Common Stock ⁽¹⁾ <u>(6)</u> | 06/16/2014 | S | 823 | D | \$ 1,199.58 | 197,926 | D | |
| Common Stock ⁽¹⁾ <u>(7)</u> | 06/16/2014 | S | 200 | D | \$ 1,201.9 | 197,726 | D | |
| Common Stock ⁽¹⁾ <u>(7)</u> | 06/16/2014 | S | 200 | D | \$ 1,202.82 | 197,526 | D | |
| Common Stock ⁽¹⁾ <u>(7)</u> | 06/16/2014 | S | 100 | D | \$ 1,204.31 | 197,426 | D | |
| Common Stock ⁽¹⁾ <u>(8)</u> | 06/16/2014 | S | 201 | D | \$ 1,207.45 | 197,225 | D | |
| Common Stock ⁽¹⁾ <u>(8)</u> | 06/16/2014 | S | 100 | D | \$ 1,208.71 | 197,125 | D | |
| Common Stock | | | | | | 15,166 | I | See Footnote <u>(9)</u> |

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.

SEC 1474
(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, | 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. Nu Deriv Secur Bene Own Follo Repo Trans (Instr |
|---|--|---|---|--------------------------------------|---|--|---|---|--|
|---|--|---|---|--------------------------------------|---|--|---|---|--|

4, and 5)

| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
|----------------|---------------------|--------------------|-------|--|
| Code V (A) (D) | | | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships |
|--------------------------------|----------------------------------|
| | Director 10% Owner Officer Other |

BOYD JEFFERY H
800 CONNECTICUT AVENUE X
NORWALK, CT 06854

Signatures

/s/ Jeffery H. 06/18/2014
Boyd

**Signature of Date
Reporting Person

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 March 7, 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 \$1,189.04 - \$1,189.46. 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 \$1,190.69 - \$1,191.05. 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 \$1,191.80 - \$1,192.75. 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 \$1,198.05 - \$1,198.95. Upon request by the Commission staff, priceline.com will provide full information regarding the number of shares sold at each separate price.
 - (6) Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,199.05 - \$1,200.04. Upon request by the Commission staff, priceline.com will provide full information regarding the number of shares sold at each separate price.
 - (7) Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,201.49 - \$1,202.30. Upon request by the Commission staff, priceline.com will provide full information regarding the number of shares sold at each separate price.
 - (8) Represents the weighted average sales price. The range of prices received for the reported transactions was \$1,207.20 - \$1,207.76. Upon request by the Commission staff, priceline.com will provide full information regarding the number of shares sold at each separate price.
 - (9) Represents: (1) 15,000 shares held by a charitable foundation controlled by Mr. Boyd, and (2) 166 shares held by an immediate family member. Mr. Boyd disclaims beneficial ownership of these shares.

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.