



HOTELS.COM INTEGRATES UBER INTO MOBILE APP

June 13, 2016

- *com customers can now ride to their hotel at the touch of a button*
- *Button powers global Uber integration for Hotels.com, unveiled on Android in 30 languages*

TORONTO - June 13, 2016: Hotels.com™ today announced the integration of Uber into its award-winning mobile app, enabling customers to book an Uber to take them directly to their hotel at the touch of a button.

This integration is powered by Button, the mobile economy's leading app discovery platform, so customers using the Hotels.com Android app can now book an Uber in 30 different languages and in all countries that Uber operates in.

Customers staying at any of the hundreds of thousands of properties available through Hotels.com will see an Uber Button appear in their app on the day their hotel stay begins, both on the homepage and in the reservation section. When a user taps the 'Ride there with Uber' button, their current location and hotel address is automatically pre-populated within Uber's application, making the entire experience seamless.

Hotels.com is a leading lodging expert and its best-in-class mobile app has more than 50 million downloads. Dan Craig, Senior Director of Mobile for Hotels.com brand explains: 'At Hotels.com we pride ourselves on being at the forefront of mobile technology developments in the travel industry, so being one of the first OTAs to offer this Uber service is fantastic news. Like us, Uber are technology leaders in their field and together we're making it easy for travelers to get to their hotel in a hassle-free way, so they can start their trip sooner. We're always looking for ways to enhance our in-stay mobile offering, so watch this space for more exciting features coming soon.'

"We are always looking for ways to improve the end-to-end travel experience and now with the integration of Uber and Hotels.com through Button, exploring the world is even easier than ever," said Chris Saad, Head of Product for the Uber Developer Platform.

Button is the marketplace behind the integration and offers a simple and efficient way to scalably build partnerships on mobile; that add complementary services and drive revenue, all with a

great user experience.

“Button continually proves that the best way to build monetizable experiences is to think about the user first,” said Michael Jaconi, CEO and Co-Founder of Button. “By giving users access to the things they want when they need it most – in this case, a quick way to hail an Uber, and get to your hotel faster – Button opens up a revenue channel that delivers value for all parties involved including, and above all, the user.”

Notes to Editor

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About Hotels.com

Hotels.com L.P. operates Hotels.com, a leading online accommodation booking website with properties ranging from international chains and all-inclusive resorts to local favorites and bed & breakfasts, together with all the information needed to book the perfect stay. Special apps for mobile phones and tablets can also be downloaded enabling customers to book on the go with access to 20,000 last minute deals.

About Button

Button is the leading contextual commerce marketplace, powering connections into the mobile app economy. Button’s platform enables brands and developers to monetize their mobile experiences through actions and commerce, transforming (latent) user intent into value for consumers and the brands that satisfy it by connecting consumers to the products or services they want at the touch of a button.

The company was founded in 2014 and is based in New York City. Button has raised nearly \$15 million in seed and Series A funding and counts Uber, OpenTable, Ticketmaster, Groupon, and many other leading brands as partners.

About Uber

Uber is a technology platform that is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers. From our founding in 2009 to our launches in over 400 cities today, Uber’s rapidly expanding global presence continues to bring people and their cities closer. Follow us on Twitter: [@Uber](#) and find us on Facebook: [Uber](#).

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