

## **Tuniu Launches Product Portfolio on JD.com's Leisure Travel Channel Tuniu Starts Operating JD.com's Leisure Travel Channel Exclusively**

NANJING, China, Aug. 18, 2015 (GLOBE NEWSWIRE) -- Tuniu Corporation ("Tuniu" or the "Company") (Nasdaq:TOUR), a leading online leisure travel company in China, announced that it officially started operating JD.com's (Nasdaq:JD) leisure travel channel for both its website and mobile apps on August 18.

"We are delighted to become the exclusive operator of JD.com's Leisure Travel Channel for the next five years. This collaboration will introduce our leading product portfolio to JD.com's extensive customer base, which will boost our traffic and enhance our new customer acquisition capabilities," said Mr. Donald Yu, Tuniu's co-founder and Chief Executive Officer.

"We are looking forward to delivering the best leisure travel experience in China to even more customers and accelerating our growth. With ongoing investments in product diversification, customer service and technology, we are well-positioned to extend our leadership in China's online leisure travel industry," Mr. Yu added.

In May 2015, Tuniu and JD.com entered into a strategic partnership in which JD.com became the largest shareholder of Tuniu after purchasing \$350 million newly issued Class A ordinary shares. Pursuant to the investment, Tuniu will be the exclusive operator of JD.com's leisure travel channel commission free for five years and JD.com's preferred partner for hotel and air ticket bookings. The leisure travel services that Tuniu will operate on JD.com include packaged tours, cruise line products, tourist attraction tickets, visa processing services, train tickets and car rental services.

### **About Tuniu Corporation**

Tuniu (Nasdaq:TOUR) is a leading online leisure travel company in China that offers a large selection of packaged tours, including organized and self-guided tours, as well as travel-related services for leisure travelers through its website tuniu.com and mobile platform. Tuniu has over 700,000 stock keeping units (SKUs) of packaged tours, covering over 140 countries worldwide and all the popular tourist attractions in China. Tuniu provides one-stop leisure travel solutions and a compelling customer experience through its online platform and offline service network, including over 850 tour advisors, a 24/7 call center and 85 regional service centers.

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