

## Tuniu Enters Exclusive Partnership With Three Gorges Project

NANJING, China, Sept. 24, 2014 (GLOBE NEWSWIRE) -- Tuniu Corporation (Nasdaq:TOUR) ("Tuniu" or the "Company"), a leading online leisure travel company in China, today announced that it has reached a strategic agreement with China Three Gorges Project ("Three Gorges"), a subsidiary of China Three Gorges Corporation, to be the exclusive online partner for making reservations to visit the Three Gorges Dam.

The new collaboration will enable Chinese travelers to make reservations to visit the Three Gorges Dam via Tuniu's integrated online customer service platform including its website and mobile app. As part of the partnership, Tuniu and Three Gorges will launch a joint targeted marketing campaign to promote the new offering to millions of Chinese leisure travelers.

"As the world's largest hydro-power station, the Three Gorges Dam is renowned for its scale and engineering and is a unique and popular tourist site in China," said Mr. Donald Yu, Tuniu's co-founder and Chief Executive Officer. "We are delighted to form this exclusive partnership with Three Gorges, which will further enhance Tuniu's rich product and service offerings."

"Tuniu's strategy of building strong upstream relationships with local tourism companies across China enables us to offer the most exciting exclusive travel offerings and the best customer service, further differentiating Tuniu as the leading destination to book leisure travel online."

China Three Gorges Project is a wholly owned subsidiary company of China Three Gorges Corporation, responsible for managing and developing tourism for China's Three Gorges Dam. The Three Gorges Dam has become one of the first tourist attractions since 2007 to receive China's top 5A-Class Scenic Area Rating from the China National Tourism Administration. The Three Gorges Dam currently has approximately 1.8 million annual visitors. China Three Gorges Corporation recently announced that Chinese citizens will be able to enter the Three Gorges Dam scenic area for free starting September 25th, 2014, coinciding with its launch of a real-name registration system for tourists to make reservations prior to their visits.

### About Tuniu

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 320,000 stock keeping units (SKUs) of packaged tours, covering over 70 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 500 tour advisors, a 24/7 call center and 30 regional service centers. For more information, please visit <http://ir.tuniu.com>.

### Safe Harbor Statement

This press release contains forward-looking statements made under the "safe harbor" provisions of Section 21E of the Securities Exchange Act of 1934, as amended, and the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Tuniu may also make written or oral forward-looking statements in its reports filed with or furnished to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Any statements that are not historical facts, including statements about Tuniu's beliefs and expectations, are forward-looking statements that involve factors, risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Such factors and risks include, but not limited to the following: Tuniu's goals and strategies; the growth of the online leisure travel market in China; the demand for its products and services; its relationships with customers and travel suppliers; its ability to offer competitive travel products and services; its future business development, results of operations and financial condition; competition in the online travel industry in China; relevant government policies and regulations relating to the corporate structure, business and industry; and the general economic and business condition in China and elsewhere. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the U.S. Securities and Exchange Commission. All information provided in this press release is current as of the date of the press release, and Tuniu does not undertake any obligation to update such information, except as required under applicable law.

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