

Tuniu Expands Network of Regional Service Centers

Addition of 10 Service Centers to Boost Penetration in Tier Two and Three Cities

NANJING, China, Sept. 28, 2014 (GLOBE NEWSWIRE) -- Tuniu Corporation (Nasdaq:TOUR) ("Tuniu" or the "Company"), a leading online leisure travel company in China, today announced that it has set up 10 new regional service centers in tier two and three cities across China.

The larger network will allow Tuniu to provide travelers with enriched product offerings and more robust on-the-ground services. With the additional service centers in Dalian, Taiyuan, Shi Jiazhuang, Nanning, Changchun, Fuzhou, Nanchang, Guiyang, Xiamen, and Hefei, Tuniu now has a total of 30 regional service centers throughout China.

"Expanding our network of regional centers will further integrate Tuniu's online and offline platforms and provide Chinese leisure travelers with more comprehensive and seamless travel services," said Mr. Donald Yu, Tuniu's co-founder and Chief Executive Officer. "Our expanded network will also improve Tuniu's ability to localize sourcing and launch more targeted offline sales and marketing activities."

"As China's demand for leisure travel continues to grow rapidly, we will continue to focus on cementing Tuniu's leadership position through enhancing our product offerings, building brand recognition and extending our customer regional service network to more leisure travelers across China."

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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