

## **Tuniu Adds Ten New Regional Service Centers**

*60 Regional Centers Bring Tuniu Products to New Customers in Lower Tier Cities*

NANJING, China, Dec. 9, 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, significantly expanding its coverage of lower tier cities in China.

"The regional service centers are central to our drive to expand our customer base in lower tier cities and bring new and better travel options to Tuniu users," said Mr. Alex Yan, co-founder and chief operating officer of Tuniu. "We have been very pleased with the ability of the new regional centers to contribute to growth and have accelerated the expansion of our network through the course of the year. This has translated into strong growth in lower tier markets, with roughly 50% of gross bookings generated from second and lower tier cities in the third quarter, up from 40% a year ago."

With additional service centers in Luoyang, Lanzhou, Nanchong, Datong, Huzhou, Yichang, Zhuzhou, Zhangzhou, Taizhou and Deyang, Tuniu now has a total of 60 regional service centers throughout China.

Mr. Donald Yu, co-founder and chief executive officer of Tuniu added, "Going forward, we will invest in building our capabilities and resources at each regional center so that we can unearth more great travel products and tailor our services to suit local customer preferences. This will further differentiate Tuniu's customer service and product offerings, and reinforce our leadership in online leisure travel in 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](http://tuniu.com) and mobile platform. Tuniu has over 450,000 stock keeping units (SKUs) of packaged tours, covering over 120 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 approximately 600 tour advisors, a 24/7 call center and 60 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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