

Tuniu and DFS Join Forces to Bring Global Shopping Experience to Chinese Travelers

NANJING, China, Dec. 10, 2014 (GLOBE NEWSWIRE) -- Tuniu Corporation (Nasdaq:TOUR) ("Tuniu" or the "Company"), a leading online leisure travel company in China, and DFS Group ("DFS"), the world's leading luxury travel retailer, today announced that the two companies will collaborate to promote international travel and shopping.

Based on the agreement, consumers purchasing self-guided tour, selected organized-tour, and certain other travel related products from Tuniu will receive coupons after shopping at DFS stores at 10 popular destinations in 7 countries, including the United States, Japan, Australia and Hong Kong. These coupons are redeemable for future purchases of travel products on Tuniu.com.

"We're pleased to partner with DFS to enhance the global shopping experience for Chinese leisure travelers," said Mr. Donald Yu, Chief Executive Officer of Tuniu. "There is a clear growth trend in the rate of Chinese consumer spending during overseas travel, and we have no doubt that many of our customers will enjoy the benefits of this initiative. We are also confident that it will lead to greater user retention on our platform. As we expand our portfolio of travel products, we will continue to look for innovative ways to improve the travel experience for Tuniu customers."

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 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 over approximately 600 tour advisors, a 24/7 call center and 60 regional service centers.

For more information, please visit <http://ir.tuniu.com>.

About DFS Group

DFS Group is the world's leading luxury travel retailer, established in Hong Kong in 1960. DFS Group continues to be a pioneer in global luxury travel retail, offering its traveling customers a carefully curated selection of exceptional products from over 700 of the most desired brands through 420 locations on three continents. Its network consists of duty-free stores located in 18 major global airports, 14 downtown galleria stores, as well as affiliate and resort locations. The DFS Group is privately held and majority owned by the world's largest luxury conglomerate Moët Hennessy Louis Vuitton (LVMH), alongside DFS co-founder and shareholder Robert Miller. DFS Group employs over 9,000 people focused on creating an inspiring retail experiences for its customers. In 2012, over 200 million travelers visited DFS stores. DFS is headquartered in Hong Kong and has offices in Hawaii, Los Angeles, Shanghai, Singapore and Tokyo.

For more information, visit www.dfsgroup.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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