

## PRICELINE PARTNER NETWORK TO POWER TRAVEL BOOKINGS FOR [RADSEASON.COM](http://radseason.com)

**Sydney, Aus., Wednesday, March 22, 2017** – Rad Season is excited to announce its partnership with Priceline Partner Network part of Priceline Group (Nasdaq: PCLN) the largest travel company in the world, offering accommodation, airline ticketing and rental car services to the best action sports and adventure events across the globe. Rad Season is the world's first website to combine all action sports and adventure event booking needs under one roof.

With this new partnership, booking a trip to an action sports or adventure event has never been so easy. With a newly finished re-design of their website, Rad Season has integrated Priceline's functionality to search the closest accommodation for each event listing and travel to and from the event. In addition, they've revamped their landing page to include a 'Travel' page that allows visitors to book their travel via the Rad Travel booking portal. All of which allows for easy navigation and seamless booking and checkout from start to finish.

"Our company is the first of its kind to hit the market today. Before, people were forced to visit 3-5 different websites to complete their outdoor and adventure travel accommodations. And, since we knew we wanted to go big or go home in this business, we partnered with Priceline. With Priceline Partner Networks extensive offering, we can provide our customers a tailored experience to discover events, book rad accommodation and travel easily," said Oli Russell-Cowan, Founder of Rad Season.

In addition to satisfying the travel needs of outdoor and sports enthusiasts around the world, Rad Season also offers a 'Magazine' section of their site to engage visitors in fresh and new content surrounding the events. Struggling to discover the next event on your bucket list? This section features epic interviews, event announcements and information by category, as well as promotional offers and giveaways.

Whether it's a snowboarding music festival in the Austrian Alps in April, a surfing contest in Hawaii in December or a camel riding race in the Australian outback in July this all sets the stage for Rad Season's notion that 'it's always the season somewhere'. So, the next time you are thinking about booking your travel to X-Games or Oktoberfest, or even a giant water-fight in Thailand, there's no need to visit multiple sites, just head to [radseason.com](http://radseason.com)