

TripAdvisor Wins Top Awards from PC Magazine and Forbes Best of the Web TripAdvisor Emerges as The Online Destination for Travel Research

NEEDHAM, MA - April 23, 2003 - TripAdvisor (www.TripAdvisor.com), the leading travel search engine, announced that it was recognized by PC Magazine as one of the top 100 Undiscovered Web Sites, as well as by Forbes Best of the Web, which named the site as a Top Pick for travel sites on the web. These awards praise TripAdvisor for providing consumers with the most comprehensive and relevant travel information to make easy comparisons and informed travel decisions.

In the March 25, 2003 issue of PC Magazine, TripAdvisor was named a top travel site in the magazine's annual "Top 100 Web Sites" issue. The magazine focused on hidden gems-sites that "you might not have heard of-but now that you have, you won't be able to imagine life before them."... "Just type in the city you want to visit and get links to hotel and airfare deals from many larger sites for easy comparison, as well as newspaper, magazine, and travel guide articles on your destination." (PC Magazine, March 25, 2003)

Additionally, Forbes Best of the Web has named TripAdvisor as one of its Top Picks in the General Travel category and praised the site for providing consumers with "the most comprehensive and up-to-date reviews and ratings" of hotels and resorts across the globe. In addition, the magazine applauded TripAdvisor's Hotel Popularity Index which dynamically ranks over 75,000 of the most popular hotels in over 12,000 destinations worldwide.

"Receiving recognition from these top tier magazines further solidifies TripAdvisor's leadership role as the site of choice for consumers planning and researching their vacations," said Steve Kaufer, CEO of TripAdvisor.

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