

TripAdvisor continues to expand travel coverage of its award-winning travel research site

NEEDHAM, MA - May 3, 2004 - TripAdvisor, the leading travel research site, has expanded its worldwide geographic coverage for its award-winning site (www.tripadvisor.com) by adding South and Central America, Russia and Turkey to its travel destinations. Other geographies recently added to the site include South Pacific destinations such as Fiji and Tahiti as well as the Czech Republic, Poland, and Estonia in Eastern Europe.

Built to address the frustration experienced by travel consumers using traditional web search engines, TripAdvisor's specialized search technology scours the Internet to find only the most relevant travel articles and opinions available on the web. With its expanding worldwide coverage - encompassing more than 100 countries - TripAdvisor now offers travel research information to consumers traveling to many parts of the globe, from the Americas and Europe to the Caribbean and the South Pacific.

"As the busy summer travel season begins, TripAdvisor has added new regions such as South America, Central America, Russia and Turkey because they are becoming popular travel destinations for consumers," said Steve Kaufer, CEO of TripAdvisor. "We are adding comprehensive coverage of the most popular vacation areas so that TripAdvisor.com continues to be the best place to help consumers find unbiased travel research for planning upcoming vacations."

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