

TripAdvisor Awards Advertising Account To Mullen

NEEDHAM, MA - January 13, 2005 - TripAdvisor, the leading travel research site, announced that it has awarded its advertising account to Mullen (Wenham, MA). Connelly Partners, Hill Holliday (both in Boston, MA) and Kirshenbaum Bond + Partners (New York, NY) also made final presentations.

"We are thrilled to be working with an agency with Mullen's experience and excellent reputation", said Christine Petersen, VP of marketing with TripAdvisor. "We're confident that together we'll move the TripAdvisor brand forward as a leading destination for the online traveler."

"We couldn't be more excited about working with TripAdvisor," said Joe Grimaldi, CEO of Mullen. "This is a terrific company with enormous growth potential, in a hot and rapidly growing category."

Pile and Company, the Boston-based management consulting firm, managed the review.

About TripAdvisor, Inc.

TripAdvisor, Inc. provides a comprehensive travel search engine that helps consumers research their travel plans via the web, and gives them direct access to major online travel suppliers, including Expedia, Travelocity, Orbitz, hotels.com and American Airlines, for booking upcoming trips. TripAdvisor.com is the 8th most popular travel website worldwide, according to comScore Media Metrix (September, 2004), and has won dozens of awards, including PC Magazine's Top 100 Web Sites and Forbes Best of the Web. The company also offers travel suppliers a performance-based marketing medium that generates average click-through rates of over 10% per page. TripAdvisor is part of IAC Local and Media Services, an operating business of IAC/InterActiveCorp (NASDAQ: IACI).

About Mullen

Mullen is a full-service agency and an independent brand within the Interpublic Group of Companies. Mullen's client portfolio includes Four Seasons Hotels and Resorts, XM Satellite Radio, General Motors, Stride Rite Children's Group, VROOM, Sealy, Stop & Shop, Eddie Bauer, LendingTree, T.J. Maxx, and Highmark Blue Cross Blue Shield. Headquartered in Wenham, Mass., the agency operates offices in Winston-Salem, NC, Detroit, Mich., and Pittsburgh, PA. For more on Mullen, visit www.mullen.com

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