

TripAdvisor Hits One Million Unbiased Travel Reviews & Opinions Mark Leading Travel Search Site Has More Than One Million Unbiased Hotel, Attraction and Restaurant Member Reviews, Guidebook Comments, Articles and Forum Posts

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TripAdvisor today announced that there are now more than one million travel reviews and opinions on the 137,000+ hotels, resorts, attractions and restaurants in more than 21,000 worldwide destinations included on TripAdvisor.com. The content includes hotel reviews and posts written by TripAdvisor members, as well as guidebook content and articles reviewed and chosen by TripAdvisor's in-house editorial team.

"TripAdvisor continues its lead as first choice for finding unbiased and highly relevant travel research on the Web," said Lesley Carlin McElhattan, Managing Editor and Site Producer at TripAdvisor. "For the savvy consumer who wants insider information to plan their vacation, TripAdvisor.com is the only travel search site that can deliver everything in one place. Over one million pieces of totally unbiased, highly relevant travel research is critical to help build the vacation plans of the millions of worldwide visitors who come to TripAdvisor.com each month."

About TripAdvisor

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 . For more information, visit <http://www.tripadvisor.com/>.

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SOURCE: TripAdvisor, Inc.

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