

Internet Broadcasting Selects TripAdvisor as Primary Travel Partner TripAdvisor Providing Travel Content for 65 TV Station Websites, Receiving On- Air Brand Promotion

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TripAdvisor(TM), owner of the largest travel information and advice website (<http://www.tripadvisor.com/>), today announced an agreement with Internet Broadcasting, a national platform of TV station websites. The agreement calls for TripAdvisor(TM) to be the primary provider of travel content for the travel channels of 65 Internet Broadcasting websites. Internet Broadcasting manages websites for leading broadcasting companies like NBC, Cox, Hearst-Argyle, McGraw Hill, Post- Newsweek and others, including the #1 network affiliated TV station website in each of the nation's top 10 markets.

Through this agreement, each of the websites' travel channels now features award-winning TripAdvisor(TM) content, including summaries of TripAdvisor(TM)'s popular hotel reviews, travel tools that allow users to research travel options and link to booking partners, weekend getaway guides, top 10 lists of travel destinations, travel deals, featured destination guides and other travel recommendations and advice.

"With its large audience of more than 12 million monthly visitors, Internet Broadcasting is an important distribution channel," said Eric Rosenzweig, senior vice president of sales and business development for TripAdvisor(TM). "This agreement offers TripAdvisor(TM) an enticing combination of online and offline branding, leveraging online exposure with a substantial TV campaign."

"The relationship with TripAdvisor(TM) is another example of how we continually offer our audience rich, relevant content that adds value to the overall visitor experience," said Clayton Rose, Internet Broadcasting's vice president of business development. "With travel being one of the most popular online categories, TripAdvisor(TM) is a great starting point for our consumers interested in travel because it offers unbiased reviews and opinions from real travelers about virtually every destination imaginable. Its excellent comparison shopping tools that make online booking easy is yet another benefit."

Among the top Internet Broadcasting-produced sites participating in this program are Boston's ABC affiliate WCVB (TheBostonChannel.com), San Francisco's KNTV (NBC11.com), New York's NBC affiliate WNBC (WNBC.com), and Miami's ABC affiliate WPLG (Local10.com).

About TripAdvisor LLC

TripAdvisor.com(TM) is the largest global travel information and advice destination on the web, with more than 3 million unbiased reviews and opinions and covering 200,000+ hotels and attractions. With more than 18 million unique monthly visitors worldwide (source: comScore Media Metrix, August 2005), TripAdvisor(TM) features real advice from real travelers and offers easy access to major online travel sites, including Expedia.com(R), Orbitz, Hotels.com(R) and American Airlines, for great deals. TripAdvisor(TM), which operates sites in the U.S. (<http://www.tripadvisor.com/>) and in the U.K. (<http://www.tripadvisor.co.uk/>) provides travel suppliers a cost-per-click marketing platform, so customers pay only for leads, not impressions, with every campaign. Winner of dozens of awards, including PC Magazine's Top 100 Web Sites and Forbes Best of the Web, TripAdvisor(TM) is an operating company of Expedia, Inc. .

About Internet Broadcasting

Internet Broadcasting is the first-ever national platform of TV station web sites. The company co-produces NBCOlympics.com plus 73 sites for America's premier broadcasters: NBC, Cox Broadcasting, Hearst-Argyle, The McGraw Hill Companies, Post-Newsweek, Scripps Howard, and Capitol Broadcasting Company. With over 12 million monthly visitors, over 500 million monthly page views, and the #1 network affiliated TV station in each of the nation's top 10 markets, Internet Broadcasting is one of the nation's largest online news sources. The company is headquartered in Minneapolis with offices in New York, Chicago, San Francisco, and Los Angeles. For more information, visit <http://www.ibsys.com/>.

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SOURCE: TripAdvisor

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