

TripAdvisor Launches Graphical Advertising Travel Ad Network Selected to Represent Impression-Based Inventory

PRNewswire
NEEDHAM, Mass.

TripAdvisor.com(TM), the largest global travel information and advice destination on the web, today announced plans to launch graphical advertising. The company has retained the Travel Ad Network (TAN) as the exclusive advertising representative for this new offering.

Beginning on February 15, 2006, advertisers will, for the first time, have the opportunity to deliver their messages to TripAdvisor(TM)'s 18 million monthly visitors via IAB standard 728x90 and 300x250 "banner" ad formats. TripAdvisor(TM) will also continue to deliver its successful cost-per-click campaigns to existing and new clients via its internal sales force.

"With graphical advertising on TripAdvisor(TM), travel marketers will have even more opportunities to reach our highly qualified audience of engaged travelers and we will be able to diversify our business model," said Eric Rosenzweig, senior vice president of sales and business development. "While this new advertising format will give travel marketers additional opportunities to reach our desirable audience, TripAdvisor(TM) remains steadfast to delivering the same unbiased content that our more than 18 million unique monthly visitors have come to expect."

"Brand marketers intending to reach their travel audiences have just seen their choices among primary outlets significantly enhanced," said Cree Lawson, founder and CEO of TAN. "The travel audience is a primary audience for marketers online, and we're extremely excited to add TripAdvisor(TM) to our portfolio of offerings for these brand marketers."

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 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 graphical advertising and cost-per-click marketing platform. 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 Travel Ad Network

Led by industry veterans, Travel Ad Network (TAN) provides exclusive sales representation for more than 40 travel-related publishers worldwide. TAN designs marketing products that create a direct path to the high-demographic visitors these quality travel booking and planning sites draw, providing the reach and scale of a network as well as the precision targeting and assured delivery of a single-site campaign. Travel Ad Network is headquartered in

Tribeca, New York City, with an office in Sacramento, California. For more, please visit <http://www.traveladnetwork.com/>.

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SOURCE: TripAdvisor LLC

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