

## **TripAdvisor Reaches Four Million Reviews and Opinions Jumps to Third Largest Travel Site in the World; Essential Travel Marketing Vehicle Adds Graphical Advertising to its Successful Cost-per-Click Program**

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TripAdvisor.com(TM), the largest global travel information and advice destination on the web, today announced it now features more than four million reviews and opinions from travelers around the globe. In addition, TripAdvisor(TM) has become the third most visited travel site in the world, according to worldwide January data recently released by comScore Media Metrix. Nearly 19 million people visited TripAdvisor.com(TM) in the month of January.

"These growth milestones reinforce our position as an essential tool for marketers who are targeting an extremely desirable and highly-qualified audience," said Steve Kaufer, chief executive office of TripAdvisor(TM). "We are grateful to the millions of travelers around the world who have chosen tripadvisor.com(TM) for their travel planning and who share their advice every day with fellow TripAdvisor(TM) travelers."

TripAdvisor(TM) recently launched graphical advertising, adding another vehicle through which travel agents, suppliers and other marketers can reach a highly qualified audience of nearly 19 million travelers each month. The company has retained the Travel Ad Network (TAN) as the exclusive advertising representative for this new offering, specifically, IAB standard 728x90 and 300x250 "banner" ads. TripAdvisor(TM) also offers a successful cost-per-click marketing platform through its internal sales force, allowing customers to pay only for leads, not impressions, with every campaign.

### About TripAdvisor LLC

TripAdvisor.com(TM) is the largest global travel information and advice destination on the web, with more than 4 million unbiased reviews and opinions and covering 200,000+ hotels and attractions. With nearly 19 million unique monthly visitors worldwide (source: comScore Media Metrix, January 2006), 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. .

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