

TripAdvisor Launches TripAdvisor Inside -- First Comprehensive Travel Site to Deliver Wiki Functionality

Beta Launch Extends TripAdvisor's Leadership Position in Bringing Web 2.0 Functionality to Travel

TripAdvisor Ranked #2 Travel Domain Worldwide in February 2006, According to comScore Media Metrix

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TripAdvisor(TM), the largest global travel information and advice destination on the web, today unveiled a groundbreaking new feature named TripAdvisor(TM) Inside, which allows travelers to use wiki functionality to share their collective wisdom on destinations around the world. The beta launch features Inside pages for the United Kingdom and California, e.g., <http://www.tripadvisor.com/Travel-g186338-s1/London:United-Kingdom:Inside.html>, and <http://www.tripadvisor.com/Travel-g32655-s1/LosAngeles:California:Inside.html>, and is expected to be available for all 23,000 destinations on tripadvisor.com(TM) later this quarter. TripAdvisor(TM) also announced today that it was the second most visited web domain worldwide in the travel category during February 2006, according to comScore Media Metrix, up from the 8th ranked property a year ago.

With the launch of TripAdvisor(TM) Inside, TripAdvisor's nearly 18 million monthly visitors* can now share their experiences about any destination, attraction, restaurant or thing to do, and edit and update content written by other travelers. Inside pages are expected to be the broadest collaborative compilation of fresh, honest opinions about 23,000 featured destinations, making TripAdvisor(TM) by far the largest host of real-time travel information, advice and recommendations in the world. Better than a whole shelf of travel guidebooks, the Inside pages provide the freshest information about everything from weather and when to go, to history, architecture, transportation, currency and more about each destination.

"The fact that we are now the #2 travel web domain proves that travelers are passionate about sharing their experiences and insights and treasure the opinions of millions of other travelers around the world," said Steve Kaufer, TripAdvisor CEO.

"TripAdvisor(TM) Inside builds on our successful Web 2.0/user-generated content leadership and, when applied to our immense scale, creates an entirely new definition of a comprehensive and up-to-date travel site."

Most travel guidebooks are out-of-date before they hit the shelves and typically have a few hundred pages written or edited by an individual or small team, but with TripAdvisor(TM) Inside, travelers have real-time information for their trip and thousands of pages on an incredibly rich variety of topics. It's the ultimate guidebook because it's fresh, honest and written by real travelers.

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 18 million unique monthly visitors worldwide (source: comScore Media Metrix, February 2006), TripAdvisor(TM) was the second most visited travel web domain in February, featuring 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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According to comScore Media Metrix, the top five worldwide travel domains in February 2006 were Expedia.com, TripAdvisor.com, CheapTickets.com, Priceline.com and Travelocity.com.

* According to comScore Media Metrix, February 2006.

SOURCE: TripAdvisor LLC

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