

TripAdvisor Makes Researching and Planning the Perfect Trip Easier with Rollout of New Site Design

Cleaner Layout and Site Reorganization to Help Rapidly Growing TripAdvisor Audience Plan the Perfect Trip Faster

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TripAdvisor(R), the world's largest travel community, today announced that TripAdvisor.com(TM) has been redesigned and now features a new look and feel. The rollout of the new design is part of a global effort, first tested in the U.K. in October, to optimize and enhance the TripAdvisor experience and make site navigation more intuitive and simple.

Over the past few years, TripAdvisor has continually introduced new features and expanded the breadth and depth of its travel content. In just one year, between June 2006 and June 2007, the number of traveler-submitted reviews and opinions on the site doubled from five million to 10 million. In response to this tremendous growth, the company conducted an extensive quantitative and qualitative review of TripAdvisor.com to determine how travelers were taking advantage of the site and what could be improved.

"This redesign is one of the many ways we are working to enhance TripAdvisor.com," said Stephen Kaufer, CEO and founder, TripAdvisor. "By streamlining the site, travelers can more easily access TripAdvisor destination guides, forums and maps, as well as restaurant, attraction and hotel reviews in order to plan the perfect getaway."

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts nearly 30 million monthly visitors (source: comScore Media Metrix, Digital Calculator Report, July 2007) across eight popular travel brands, TripAdvisor(R) sites, bookingbuddy.com(TM), cruisecritic.com(TM), independenttraveler.com(TM), seatguru.com(R), smartertravel.com(TM), travel-library.com(TM) and travelpod.com(TM). TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors, five million registered members and 10 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 280,000+ hotels and attractions and operate in the U.S. (<http://www.tripadvisor.com/>), the U.K. (<http://www.tripadvisor.co.uk/>), Ireland (<http://www.tripadvisor.ie/>), France (<http://www.tripadvisor.fr/>), Germany (<http://www.tripadvisor.de/>), Italy (<http://www.tripadvisor.it/>), and Spain (<http://www.tripadvisor.es/>). TripAdvisor(R) Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry, worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. .

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