

Cruise Critic Christens Dedicated Online Cruise News and Reviews Site for U.K. U.K. Site Content to Cater to British Cruising Preferences

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Cruise Critic(R) (<http://www.cruisecritic.com/>), the world's leading online resource for consumer-oriented cruise reviews and news, has announced the launch of CruiseCritic.co.uk, a dedicated U.K. site geared toward the British cruising community and the company's first country-specific domain.

As an interactive cruise community and resource for planning cruise getaways, CruiseCritic.co.uk will provide U.K. cruisers with vacation planning tools such as cruise reviews and ports of call recommendations written by both site members and Cruise Critic's expert editorial staff. CruiseCritic.co.uk content will be programmed specifically for U.K.-oriented readers, catering to the style and manner in which British travelers cruise. Also, with the launch of the U.K. site, Cruise Critic can now offer unique deals and discounts specifically to U.K. cruisers, something that was not previously possible through the .com site.

"The British have a long tradition of cruising, as many great ships and shipping lines have British origins," said Carolyn Spencer Brown, editor, Cruise Critic. "Despite this lengthy cruise history, just recently, the British cruise market has experienced an unprecedented boom. This boom, coupled with an ever increasing British audience visiting the .com site made now the ideal time to launch CruiseCritic.co.uk in order to help British cruisers find the right ship, with the right amenities at the right price."

About Cruise Critic

Launched in October 1995, by The Independent Traveler, Inc., Cruise Critic was the first consumer cruise site on the Internet. It is both an interactive online magazine providing editorially driven cruise-related features and an active community, where travelers can share opinions and experiences. Cruise Critic is ranked the number one cruise information Web site by Hitwise. In the last five years, traffic on CruiseCritic.com has grown 350 percent and it currently attracts more than five million visitors per year. In response to this burgeoning demand and worldwide growth, Cruise Critic launched its U.K.- based sister site CruiseCritic.co.uk, in January 2008. Cruise Critic and The Independent Traveler were acquired by TripAdvisor(R), LLC, the world's largest travel community and an operating company of Expedia, Inc. in May 2007.

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