

TripAdvisor Media Center

TripAdvisor Acquires Holiday Watchdog, a Premier User-Generated Travel Site in the U.K.

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TripAdvisor, LLC, the world's largest travel community and an operating company of Expedia, Inc., today announced it has acquired Holiday Watchdog, <http://www.holidaywatchdog.com/>, one of the most well-known user-generated travel sites in the U.K. Holiday Watchdog will continue to be operated as an independent site. Terms of the acquisition are not being disclosed.

"Holiday Watchdog nicely complements existing content in the TripAdvisor Media Network," said TripAdvisor CEO and founder Steve Kaufer. "The acquisition is designed to strengthen TripAdvisor's position as the predominant travel planning resource and adds another strong brand to the TripAdvisor Media Network, a collection of travel media sites."

Holiday Watchdog will be operated out of TripAdvisor's London office and there are no near-term plans for integration of content with other TripAdvisor(R) Media Network sites. Its founders will work through a transition period but have chosen not to stay with TripAdvisor long-term.

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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First Call Analyst:

FCMN Contact:

SOURCE: TripAdvisor, LLC

CONTACT: U.K.: Ian Rumgay, +44 (0) 7803 903602, irumgay@tripadvisor.com,
or U.S.: Brian Payea, +1-781-444-1113, ext. 330, bpayea@tripadvisor.com, both
of TripAdvisor, LLC

Web site: <http://www.tripadvisor.com/>
<http://www.holidaywatchdog.com/>

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