

TripAdvisor Reaches 15 Million Reviews and Opinions World's Largest Travel Community Continues Strong Growth

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TripAdvisor(R), the world's largest travel community, today announced it now features 15 million reviews and opinions, up from 10 million in June 2007. TripAdvisor-branded sites reached more than 25 million unique monthly visitors* in the past year.

"When we started out in 2000, I never imagined we would achieve this level of growth. We began with hotel reviews and we now also feature candid photos, videos, favorite lists, travel wikis, forums and more, to help travelers around the world plan the perfect trip. Today, we have dramatically more content and attract a larger audience than any other travel media company in the world and we're one of the top three overall travel brands worldwide," said Steve Kaufer, founder and CEO of TripAdvisor. "We expect to continue to expand our global footprint and grow organically and through continued acquisitions of best-in-class travel sites."

Since September 2006, TripAdvisor has acquired a number of other travel media businesses. The TripAdvisor Media Network is now made up of 10 popular travel brands and reaches an audience of approximately 30 million unique monthly visitors.* The TripAdvisor Media Network includes Airfarewatchdog(TM), Booking Buddy(R), Cruise Critic(TM), Holiday Watchdog(TM), The IndependentTraveler(R), SeatGuru(R), Smarter Travel(R), Travel-Library(TM), TravelPod(R) and TripAdvisor(R). The TripAdvisor Media Network now operates sites in the U.S., the U.K., France, Germany, India, Italy and Spain.

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts nearly 30 million monthly visitors* (across ten popular travel brands, TripAdvisor(R), airfarewatchdog.com(TM), bookingbuddy.com (TM), cruise critic.com(TM), holidaywatchdog.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*, six million registered members and 15 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 300,000+ 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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* source: comScore Media Metrix, Digital Calculator Report, July 2007

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