

TRIPADVISOR REACHES 15 MILLION REVIEWS AND OPINIONS

World's Largest Travel Community Continues Strong Growth

London: April 10, 2008 – TripAdvisor®, 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.

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