

TripAdvisor and Cruise Critic Employees Honored by ForbesLife Executive Woman Christine Petersen and Carolyn Spencer Brown Both Make 25 Most Influential Women in Travel List

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TripAdvisor(R), the world's largest travel community and Cruise Critic(R), a TripAdvisor Media Network company, and the world's leading online resource for consumer-oriented cruise reviews and news, today announced that Christine Petersen from TripAdvisor and Carolyn Spencer Brown from Cruise Critic were each named to ForbesLife Executive Woman's 25 Most Influential Women in Travel list in the magazine's summer 2008 issue.

The list was compiled by polling top industry executives to determine the women in travel who "have significantly shaped-and will continue to define" the travel industry. Petersen can be found within the "Trendsetters & Innovators" category and Spencer Brown is one of "The New Specialists."

Recently promoted to chief marketing officer, Petersen has overseen tremendous TripAdvisor growth in revenue, membership, site traffic and content. In leading TripAdvisor initiatives such as the launch of interactive maps, a social networking tool and user-generated destination guides, Petersen is at the forefront of changing how travelers interact and research travel. Petersen heads marketing, public relations, product development, content distribution and community support.

As one of America's leading cruise journalists and editor-in-chief of Cruise Critic, Spencer Brown has her finger on the pulse of cruising. In addition to regularly writing news, feature and cruise ship reviews, Spencer Brown oversees all editorial-related planning, development and implementation for CruiseCritic.com(TM) and CruiseCritic.co.uk(TM). Having covered the cruise industry for more than 12 years and taken more than 100 cruises, Spencer Brown has used her vast expertise to help CruiseCritic.com become the number one cruise site on the Web and a place where travelers love to interact with one another and get the latest cruise news.

"ForbesLife Executive Woman's recognition of Christine and Carolyn showcases some of the outstanding talent we have within the TripAdvisor Media Network," said Steve Kaufer, founder and CEO, TripAdvisor. "Through their dedication and drive to create more robust online travel environments, Christine and Carolyn are not only helping grow and improve TripAdvisor and Cruise Critic, but are moving the travel industry in new and exciting directions."

About TripAdvisor Media Network TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts nearly 32 million monthly visitors* across 12 popular travel brands, TripAdvisor, airfarewatchdog.com, bookingbuddy.com, cruise critic.com, holidaywatchdog.com, independenttraveler.com, onetime.com, seatguru.com, smartertravel.com, travel-library.com, travelpod.com and virtualtourist.com. TripAdvisor-branded sites make up the largest travel community in the world, with 24 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, May 2008

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