

Zagat Survey Names TripAdvisor Best Website for Travel Information, Second Time in a Row

Global Expansion Attracts Growing Worldwide Audience

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TripAdvisor(R), the world's largest travel community, has been recognized as the best website in the world for travel information for the second time in a row by Zagat Survey. TripAdvisor was the first recipient in the category when it was introduced to the survey in 2006.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO>)

"Zagat's well traveled audience clearly appreciates the expanding global footprint of the TripAdvisor community," said Christine Petersen, CMO for TripAdvisor. "With rapidly growing native-language sites across Europe and the recent launches in India and Japan, as well as the upcoming launch in China, we're thrilled to see TripAdvisor's content continue to be recognized as the best travel information on the truly world-wide web."

In the past week, TripAdvisor was also recognized in The Boston Globe's 100 Top Places to Work in Massachusetts and by the British Travel Awards as the Best Travel Information Site for the second year in a row.

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts more than 32 million monthly visitors* across 12 popular travel brands: TripAdvisor(R), www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com and www.virtualtourist.com. TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors*, nine million registered members and 20 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/>), Spain (<http://www.tripadvisor.es/>), India (<http://www.tripadvisor.in/>) and Japan (<http://www.tripadvisor.jp/>). 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, July 2008

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