

## **TripAdvisor Media Network Enters Multi-Year Agreement with Airline Technology Partner ITA Software Network's Diverse Sites Support Travelers at Every Step of the Trip**

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TripAdvisor(R) Media Network today announced a multi-year agreement with ITA Software, the leading provider of innovative technology solutions to the travel industry. The TripAdvisor Media Network is a vital resource for more than 32 million travelers each month who rely on the comprehensive tools and resources of its thirteen popular brands for the truth in travel information. In addition to the nine TripAdvisor-branded sites in the U.S., Europe and Asia, millions of travelers trust the sites of the TripAdvisor Media Network to plan their flights, taking advantage of the industry-leading tools and resources at its sites such as [airfarewatchdog.com](http://airfarewatchdog.com), [bookingbuddy.com](http://bookingbuddy.com), [frequentflier.com](http://frequentflier.com), [onetime.com](http://onetime.com), [seatguru.com](http://seatguru.com), and [smartertravel.com](http://smartertravel.com). The new agreement will support the TripAdvisor Media Network's continued efforts to be the best source of comprehensive travel information anywhere.

"In 2009 travelers will search for value in every aspect of their trips, so it is even more important that we provide them with honest, comprehensive information, especially for air travel" said Steve Kaufer, CEO of the TripAdvisor Media Network. "We're very excited to be teaming with ITA, and are confident that the TripAdvisor Media Network will deliver some of the most innovative air travel solutions for travelers as well as our advertising partners."

### About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts more than 32 million monthly visitors\* across 13 popular travel brands: TripAdvisor(R), [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.frequentflier.com](http://www.frequentflier.com), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com) and [www.virtualtourist.com](http://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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