

## **Photos: TripAdvisor Asks 'How Far Would You Go?' Million Mile Sweepstakes Allows Lucky Winner and Guest to Admire Asia, Explore Europe and Hang Ten in Hawaii Myriad Trip Options Available to Winner of One Million Continental OnePass Miles Sweepstakes Celebrates Take Off of TripAdvisor Flights**

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TripAdvisor(R), the world's most popular and largest travel community, today announced its TripAdvisor Million Mile Sweepstakes, offering one traveler the opportunity to soar to new heights and win one million Continental OnePass frequent flier miles, plus \$5,000 cash. Travelers interested in going the distance can enter the TripAdvisor Million Mile Sweepstakes every week through May 4, 2009 by visiting <http://www.tripadvisor.com/FlightSweeps>.

To view the Multimedia News Release, go to:<http://www.prnewswire.com/mnr/tripadvisor/37821/>

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090410/NY97377> )

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

"TripAdvisor is thrilled to offer one lucky traveler the opportunity to see the world with one million Continental OnePass miles," said Christine Petersen, chief marketing officer of TripAdvisor. "In recognition of the launch of TripAdvisor's new flight search and innovative Fees Estimator, we are excited to help yet another traveler stretch their miles and dollars farther - in this case, one million miles and \$5,000 farther."

### **New TripAdvisor Flight Search**

Addressing the dramatic changes in the airline industry, TripAdvisor recently launched its ground-breaking flight search, featuring more flight choices than any other online flight search engine[1] for the world's top airlines, and a dynamic Fees Estimator, the first and only online product to help travelers understand the true cost of a flight in a single display.

### **If I Had a Million Miles**

With the freedom to cash in one million miles as they please through Continental's OnePass program, the TripAdvisor Million Mile Sweepstakes winner has countless exciting options for trips. Here are a few suggestions, based on roundtrip flights from North America:

- Fly 20 friends and yourself for a wild weekend in Las Vegas
- Fly 10 family members and yourself to Europe for the reunion of a lifetime
- Fly your family of four to New York City, Orlando, San Francisco, San Diego and Washington, D.C.
- Fly with a friend to seven Caribbean or Hawaiian locales to soak up the sun
  
- Fly with a friend to five shopping meccas - Los Angeles, Milan, New York City, Paris and Tokyo

For more information on the TripAdvisor Million Mile Sweepstakes and Official Rules, please visit:  
[http://www.tripadvisor.com/vpages/flightsweeps\\_rules.html](http://www.tripadvisor.com/vpages/flightsweeps_rules.html).

[1] Comparison against the majority of flight results from major US Online Travel Agencies and major air meta search companies for roundtrip economy US domestic roundtrip results.

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\*Source: comScore Media Metrix, July 2008

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