

Photos: FlipKey Rolls Out The Welcome Mat for Homeowners to List Vacation Rental Properties New Owner Listings with Authentic Guest Reviews to Complement 80,000+ Professionally Managed Vacation Rentals on FlipKey and TripAdvisor \$1.99 per Month Listing Fee a Steal, Compared to Hundreds of Dollars per Year on Other Sites

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FlipKey(TM), a leading vacation rental review site, and TripAdvisor(R), the world's most popular and largest travel community, today announced that they're broadening their vacation rental offerings by allowing homeowners to list their properties on flipkey.com(TM). A trusted vacation rentals site with authentic guest reviews and a unique manager verification program, FlipKey is now providing travelers with more vacation rental options. New owner listings submitted to FlipKey will also reach more than 25 million monthly visitors on TripAdvisor.

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

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To view the Multimedia News Release, go to:
<http://www.prnewswire.com/mnr/tripadvisor/37957/>

Property owners can list a rental on FlipKey for \$1.99 per month until the end of this year. This price represents a significant savings since many other rental sites charge hundreds of dollars per year.

"We're excited to enhance FlipKey and TripAdvisor with rental by owner listings and to create new opportunities for owners and renters," said TJ Mahony, CEO of FlipKey. "We're offering information travelers can trust with innovative research tools, such as verified rental reviews, making us the best resource available to find the ideal rental property."

More Options and Information for Renters

Complementing more than 80,000 professionally managed listings, thousands more lodging options will soon be available to travelers with the addition of new owner listings on flipkey.com. The addition of these properties will allow travelers who prefer to book directly with owners the option to do so - as owners can sometimes provide more flexibility on pricing and dates, and offer intimate knowledge of property details. To ensure travelers are confident when booking a rental property, FlipKey has a verification process for all owners and property managers and indicates whether rentals are professionally or privately managed.

More Opportunities and Income for Owners

For people with a second property, renting to vacationers is a great way to increase monthly income in these challenging economic times. Whether it's a sprawling beach house in the Florida Keys or a modest two bedroom condo in Lake Tahoe, listing the property on FlipKey will expose it to millions of potential renters.

Owners interested in listing a property on FlipKey should visit www.flipkey.com/owner for more information.

About FlipKey

FlipKey(TM) is a leading vacation rental service featuring the world's largest collection of verified vacation rental guest reviews. FlipKey believes reputation, trust and feedback from past guests are the best resources to ensure consumers find the ideal vacation home. FlipKey currently features more than 80,000 vacation homes offering vacationers the unique advantages of more personal space, superior amenities and ideal locations throughout the United States, the Caribbean, Canada and Mexico. FlipKey is majority owned by TripAdvisor, LLC, and is a member of the TripAdvisor Media Network, attracting more than 33 million unique monthly visitors* across 14 popular travel brands. FlipKey is available at www.flipkey.com.

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts more than 33 million monthly visitors* across 14 popular travel brands: TripAdvisor(R), www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.flipkey.com, www.frequentflyer.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.virtualltourist.com. TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors*, 10 million+ registered members and more than 23 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover more than one million destinations, hotels, restaurants and attractions and operate in the U.S. (www.tripadvisor.com), the U.K. (www.tripadvisor.co.uk), Ireland (www.tripadvisor.ie), France (www.tripadvisor.fr), Germany (www.tripadvisor.de), Italy (www.tripadvisor.it), Spain (www.tripadvisor.es), India (www.tripadvisor.in), Japan (www.tripadvisor.jp), Portugal and Brazil (www.tripadvisor.com.br), Sweden (www.tripadvisor.se), and The Netherlands (nl.tripadvisor.com). TripAdvisor also operates in China under the brand [daodao.com](http://www.daodao.com) (www.daodao.com). 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, March 2009

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First Call Analyst:

FCMN Contact:

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CONTACT: Bryan Olender of TripAdvisor, +1-617-795-7560,
bolender@tripadvisor.com

Web Site: <http://www.tripadvisor.com/>

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