

TripAdvisor Unveils 'TripWow' to Create and Share Captivating Free Travel Slideshows Easily turn ordinary vacation photos into cinematic 3D trip slideshows in minutes

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TripAdvisor®, the world's most popular and largest travel community, today announced the launch of TripWow, an innovative, easy-to-use, free travel slideshow. In minutes, travelers can create a jaw-dropping slideshow, bringing their vacation photos to life with dazzling visual effects, animated maps, captions, music and more.

To view the multimedia assets associated with this release, please click:<http://multivu.prnewswire.com/mnr/tripadvisor/42913/>

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Creating a cinematic slideshow with TripWow is incredibly easy and fast: travelers simply upload photos and enter where they traveled. TripWow does the rest. One user was able to upload and tag photos from a recent Las Vegas vacation and create a professional-looking slideshow in just 28 seconds.

TripWow videos can be easily shared with friends and family via e-mail or social networking sites such as Facebook, Twitter and MySpace. Travelers can also embed their slideshow in websites or blogs.

To quickly and easily build an impressive TripWow slideshow, travelers can visit<http://tripwow.tripadvisor.com/>.

"Now for the first time, travelers have the option to effortlessly turn ordinary vacation photos into a dazzling slideshow to share with friends and family," said Christine Petersen, chief marketing officer for TripAdvisor. "TripWow unleashes the true potential of travel photos and replaces standard, boring vacation slideshows with a dazzling mini-film of travel memories."

About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts 46 million monthly visitors* across 15 popular travel brands: TripAdvisor®, www.airfarewatchdog.com, www.bookingbuddy.com, www.cruise critic.com, www.familyvacationcritic.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.virtualtourist.com. TripAdvisor-branded sites make up the largest travel community in the world, with more than 34 million monthly visitors*, 15 million registered members and 30 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. (<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/>), Japan (<http://www.tripadvisor.jp/>), Portugal and Brazil (<http://www.tripadvisor.com.br/>), Sweden (<http://www.tripadvisor.se/>), The Netherlands (<http://nl.tripadvisor.com/>), Canada (<http://www.tripadvisor.ca/>), Denmark (<http://www.tripadvisor.dk/>), Turkey (<http://www.tripadvisor.com.tr/>) and Mexico (<http://www.tripadvisor.com.mx/>). TripAdvisor also operates in China under the brand daodao.com (<http://www.daodao.com/>) and Kuxun.cn (<http://www.kuxun.cn/>). TripAdvisor® 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, Worldwide, March 2010

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