

TripAdvisor Media Center

## **TripAdvisor Media Group Launches SniqueAway TripAdvisor and Smarter Travel Media Announce New Private Sale Site for Travel**

PRNewswire  
NEWTON, Mass.

TripAdvisor® Media Group today announced the launch of SniqueAway.com, a new private sale website dedicated to travel deals.

(Logo: <http://photos.prnewswire.com/prnh/20080902/TRIPADVISORLOGO> )

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

Private sale meets wisdom of the crowds

Operated by Smarter Travel Media, SniqueAway(TM), is the first members-only site where each travel deal is endorsed by the people. All hotels featured on SniqueAway have earned a minimum four-star rating classification and a minimum four out of five TripAdvisor review rating.

On SniqueAway, TripAdvisor hotel reviews are shown alongside limited-time, members-only offers, providing trusted traveler opinions of the hotels, making it easy to book a room before they sell out. SniqueAway will also rely on the wisdom of the crowds to spread the news, since membership can only be obtained through invitation by another member.

"SniqueAway represents another promising extension of the TripAdvisor Media Group. The accompanying TripAdvisor reviews will provide an extra element of confidence to SniqueAway members as they book their travel deals," said Steve Kaufer, founder and CEO of TripAdvisor.

SniqueAway is a U.S. based site featuring deals across the globe.

More information about SniqueAway deals can be found at [www.SniqueAway.com](http://www.SniqueAway.com) and [www.SniqueAway.com/press](http://www.SniqueAway.com/press).

### About TripAdvisor

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features (including Flights search, TripAdvisor Mobile and TripAdvisor Trip Friends) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts nearly 50 million monthly visitors\* across 18 popular travel brands: [www.tripadvisor.com](http://www.tripadvisor.com), [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruise critic.com](http://www.cruise critic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.frequentflyer.com](http://www.frequentflyer.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [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.sniqueaway.com](http://www.sniqueaway.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com) and [www.kuxun.cn](http://www.kuxun.cn). TripAdvisor-branded sites make up the largest travel community in the world, with more than 40 million unique monthly visitors\*, 20 million members, and over 35 million reviews and opinions. The sites operate in 21 countries worldwide, including China under <http://www.daodao.com/>). TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors. The division includes Business Listings, which allows hoteliers to connect directly to millions of researching travelers, and Vacation Rentals, which helps property managers and individual home owners list their properties and showcase hotel alternatives.

TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc..

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\*Source: comScore Media Metrix, Worldwide, July 2010

## About SniqueAway

SniqueAway is a free, members-only Private Sale site, providing exclusive access to deals on top hotels at deep discounts. SniqueAway is part of Smarter Travel Media LLC, a TripAdvisor Media Group Company.

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