

TripAdvisor Acquires EveryTrail, Expands Mobile Travel Offering Provides Mobile Travel Guides and Walking Tours for Travelers On the Go

PR Newswire
NEWTON, Mass.

NEWTON, Mass., Feb. 3, 2011 /PRNewswire/ -- TripAdvisor®, the world's largest travel site* and an operating company of Expedia, Inc. (Nasdaq: EXPE), today announced it has expanded its mobile travel offering with the acquisition of Palo Alto, California-based EveryTrail®. EveryTrail has developed a GPS-enabled publishing platform to create outdoor tours and city guides for mobile devices. The technology will complement TripAdvisor's millions of travel reviews and opinions, and enrich the quality of travel information consumers can access from their smartphones. Terms of the acquisition will not be disclosed.

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

"Every day, more people are opting to use mobile apps as a way of consuming travel information," said Adam Medros, vice president of global product for TripAdvisor. "EveryTrail bolsters our continued commitment to grow TripAdvisor's mobile offering, and enable travelers to access walking tours, city guides and hiking trails directly from their smartphones."

TripAdvisor announced the launch of its mobile website in March 2010 and has since added apps for the iPhone, Android, Nokia, and Palm smartphones, as well as the iPad. TripAdvisor Mobile allows users to access more than 40 million traveler reviews and opinions on hotels, restaurants and attractions available on TripAdvisor.com. In addition to city guides and walking tours, travelers can also find the cheapest fares, ask questions in the TripAdvisor forums, and get inside tips on destinations from fellow travelers while they're on-the-go.

"Like TripAdvisor, EveryTrail is possible because of a global community of travelers who share their stories every day," said Joost Schreve, CEO of EveryTrail. "The mobile platform that we provide lets travelers turn these stories into highly engaging mobile travel guides that help other travelers enjoy their trips even more. We are delighted to join TripAdvisor in this exciting new phase that will give us the ability to bring our tours and guides to TripAdvisor's 40 million travelers all over the world."

For more information about TripAdvisor's mobile offerings, please visit <http://www.tripadvisor.com/mobile>. EveryTrail is on the web at <http://www.everytrail.com>.

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 more than 50 million unique monthly visitors* across 17 popular travel brands**. 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 40 million reviews and opinions. The sites operate in 27 countries worldwide****, including China under 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 Media Group websites have been recognized as top travel resources in 2010 by Condé Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (Nasdaq: EXPE).

TripAdvisor and the TripAdvisor logo are trademarks or registered trademarks of TripAdvisor LLC in the U.S. and/or other countries. EveryTrail is a trademark or registered trademark of Global Motion Media, Inc. Other logos or product and company names mentioned herein may be the property of their respective owners.

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*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, August 2010

** In addition to TripAdvisor, The TripAdvisor Media Group of websites includes www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.sniqueaway.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com, www.virtualtourist.com and www.kuxun.cn.

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