

## Desiree Fish Appointed TripAdvisor Vice President, Global Communications

PR Newswire  
NEWTON

NEWTON, Mass., July 23, 2013 /PRNewswire/ -- TripAdvisor®, the world's largest travel site\*, today announced the appointment of Desiree Fish to the position of vice president, global communications. Fish will be responsible for leading TripAdvisor's communications efforts in markets worldwide and will report to the chief marketing officer, Barbara Messing.

(Photo: <http://photos.prnewswire.com/prnh/20130723/NE51218> )

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

Fish spent the past 13 years of her career at American Express where she most recently held the position of vice president, corporate affairs and communications. While at American Express, Fish was responsible for external communications for the American Express consumer services business including leading PR activities for the company's consumer charge cards, lending and co-brand cards, as well as its loyalty program and travel business.

"Desiree comes to TripAdvisor with extensive communications experience and having spearheaded remarkable successes at American Express over the past 13 years," said Messing, "We're thrilled to have her join the team and look forward to her leading our global communications to build the awareness and reputation of TripAdvisor as the world's most trusted and useful travel authority."

Since joining American Express in 2000, Fish led a number of highly visible public relations programs, including the launch of more than a dozen American Express cards and benefits. She helped create and promote signature brand projects and social media-based campaigns such as the Members Project, and the philanthropic program, Partners in Preservation. Fish also helped position American Express as a leader in the rewards and premium product markets through strategic and proactive media campaigns for the Membership Rewards program and American Express Platinum and Centurion Cards. During the recession, Fish led the company's communications campaign positioning the American Express charge card as "the smarter way to pay," which successfully addressed consumers' interest in reducing debt.

"TripAdvisor is an innovative company that has revolutionized how people travel," said Fish. "As the organization continues on its path to help travelers around the world plan the perfect trip, I am excited to join them on the journey."

Prior to joining American Express, Fish was an account supervisor with Hunter Public Relations, a New York-Based agency, where she developed and managed media relations programs and events for a number of large companies including Campbell's Soup. She holds a B.S. in Journalism from the University of Kansas with a focus on Business Communications.

Fish will be based in TripAdvisor's New York City office in SoHo. For more information on TripAdvisor, visit [www.tripadvisor.com](http://www.tripadvisor.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 with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 200 million unique monthly visitors\*\*, and over 100 million reviews and opinions covering more than 2.5 million accommodations, restaurants and attractions. The sites operate in 30 countries worldwide, including China under [daodao.com](http://daodao.com). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 20 other travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.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.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.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.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com), [www.wherivebeen.com](http://www.wherivebeen.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, April 2013

\*\*Source: Google Analytics, worldwide data, May 2013

SOURCE TripAdvisor

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

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