TripAdvisor Acquires ZeTrip, Inc.

NEWTON, Mass., February 2, 2015 –TripAdvisor®, the world's largest travel site*, today announced it recently acquired ZeTrip, Inc., including its product Rove, the personal journal app that helps users log activities including places they have visited and photos they have taken. ZeTrip employees have moved into the TripAdvisor Palo Alto office and have integrated with the TripAdvisor mobile team.

"We are pleased to welcome the innovative ZeTrip team to the TripAdvisor family," said Adam Medros, senior vice president, Global Product, TripAdvisor. "The team will be a valuable addition to our mobile group and we look forward to integrating the company's technology to further enhance the experience for TripAdvisor mobile app users."

"TripAdvisor and the ZeTrip team share the same passion for helping travelers plan and remember their trips," said Edouard Tabet, ZeTrip, Inc. founder and CEO. "We're excited to collaborate on new innovative products for travelers around the world."

Prior to the acquisition, ZeTrip was based in San Mateo, California.

Terms of the acquisition will not be disclosed.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to plan and book 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 that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 315 million unique monthly visitors**, and more than 200 million reviews and opinions covering more than 4.4 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide, including China under 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 24 other travel media brands: www.airfarewatchdog.com,www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.gateguru.com,v

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, August 2014

**Source: Google Analytics, average monthly unique users, Q3 2014; does not include traffic todaodao.com