



TripAdvisor, World's Largest Travel Site, Continues Journey of Success as an Independent Company

Following Successful Spin-Off, Listing on The NASDAQ Stock Market and S&P 500 Further Cements Value and Power of User-Generated Content

NEWTON, Mass., Dec. 21, 2011 /PRNewswire/ -- TripAdvisor, Inc. (NASDAQ: TRIP), the world's largest travel site*, began trading today as an independent public company on The NASDAQ Stock Market under the ticker symbol "TRIP," following the completion of its spin-off from Expedia, Inc. (NASDAQ: EXPE). TripAdvisor has also recently been added to the S&P 500®.

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

Since being founded in February 2000, TripAdvisor has revolutionized the travel industry and with more than 50 million unique monthly visitors and 20 million members, has established itself as a definitive go-to resource for travelers seeking to plan and have the perfect trip.

TripAdvisor offers travelers more than 50 million reviews and opinions of accommodations, destinations, restaurants and attractions, contributed by members from 188 countries, or 96 percent of all countries around the world. Thanks to its loyal traveler community, TripAdvisor publishes 25 new contributions every minute and also features over eight million candid traveler photos.

As a perpetual innovator — and a truly global player, TripAdvisor features sites in 30 countries and in 21 languages and more than one million businesses globally on the site. TripAdvisor also offers an award-winning flight meta-search engine and vacation rental listings. In addition, TripAdvisor delivers accessible and invaluable travel information to those on the go, through a suite of mobile apps for the iPhone, Android, Nokia, Palm and Windows Phone 7 smartphones and the iPad.

TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors through its business listings offering.

"This is a truly exciting time for TripAdvisor, and we are eager to continue to innovate on behalf of our users and grow the business as we enter this next chapter," said Stephen Kaufer, co-founder and CEO of TripAdvisor. "TripAdvisor's spin-off and membership in the S&P 500 both represent major company milestones, and is also a testament to our community and the value of user generated content."

About TripAdvisor

TripAdvisor, Inc. (NASDAQ: TRIP) 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 50 million unique monthly visitors*, and over 50 million reviews and opinions. The sites operate in 30 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.

TripAdvisor and its 18 subsidiary travel sites, operated by TripAdvisor Inc., attract more than 65 million unique monthly visitors**. TripAdvisor's subsidiaries include: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.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, www.wherivebeen.com, and www.kuxun.cn.

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*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, August 2011

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