

## TripAdvisor Names Julie M.B. Bradley as Chief Financial Officer

NEWTON, Mass., Oct. 3, 2011 /PRNewswire/ -- TripAdvisor®, the world's largest travel site\*, today announced that it has appointed Julie M.B. Bradley as chief financial officer, effective immediately. In this newly-created role, Bradley will oversee corporate finance, investor relations, accounting, corporate development, human resources and real estate.

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

"Julie is an experienced public company CFO, with an outstanding track record of delivering solid results for customers, employees and shareholders throughout her career," said Steve Kaufer, co-founder and CEO of TripAdvisor. "She is a welcome addition to our leadership team and will help us scale our fast growing business around the world."

Bradley previously served as senior vice president and chief financial officer of Art Technology Group (ATG), where she was responsible for managing all financial activities, investor relations and global infrastructure. During her tenure Bradley guided the company to profitable revenue growth and ultimately oversaw the acquisition of ATG by Oracle (NASDAQ: ORCL). She was also named 2010 CFO of the Year Award Honoree by the Boston Business Journal. Prior to joining ATG, Bradley was vice president of finance at Akamai Technologies. She started her career at Deloitte.

"I'm thrilled to join TripAdvisor at such a significant time in the company's 11 year history," said Julie M.B. Bradley, chief financial officer at TripAdvisor. "TripAdvisor has established itself as the 'go-to' source for travel planning and is effectively growing into new markets across the globe. I look forward to working with the TripAdvisor team to help maximize its financial performance and value."

Bradley is a Certified Public Accountant and holds a BA in Economics from Wheaton College.

### 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 Instant Personalization) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 65 million unique monthly visitors\* across 19 popular travel brands\*\*. TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors\*\*\*, 20 million members, 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. 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.