



October 2, 2012

TripAdvisor Acquires Wanderfly

NEWTON, Mass., Oct. 2, 2012 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site*, today announced it has acquired [Wanderfly](#), a travel inspiration site.

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

"The Wanderfly team understands the value in social travel planning," said Steve Kaufer, co-founder and CEO TripAdvisor. "They're a great asset as we continue our developments in this area and I am delighted to welcome them to TripAdvisor."

Terms of the acquisition will not be disclosed.

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 60 million unique monthly visitors*, and over 75 million reviews and opinions. The sites operate in 30 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 19 other travel media brands, and together the sites attract more than 74 million unique monthly visitors.** TripAdvisor, Inc.'s travel media brands 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.tingo.com](#), [www.travel-library.com](#), [www.travelpod.com](#), [www.virtualtourist.com](#), [www.whereivebeen.com](#), and [www.kuxun.cn](#).

*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, July 2012

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