

TripAdvisor Backs B&Bs for Vets With Over \$30k in Marketing Support

Program Organizer Honored for Contribution to Veterans

NEWTON, Mass., Oct. 6 /PRNewswire/ -- TripAdvisor®, the world's largest travel site*, today announced free marketing support for [B&Bs for Vets](#), a group of independent B&B owners and innkeepers who are offering a free night's stay as a gift to active and retired U.S. military members on Wednesday, Nov. 10 in observance of Veterans Day. To support the program and help spread the news, TripAdvisor has offered free advertising space in an upcoming email distribution to millions of U.S. TripAdvisor members, an advertisement valued at \$30,000.

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

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO>)

To honor B&Bs for Vets organizer Kathleen Panek for her exceptional work, TripAdvisor has also provided [Gillum House](#), the property she operates, with a free [TripAdvisor Business Listing](#) for three months, directly connecting her business to TripAdvisor's more than 40 million unique monthly visitors*.

"B&Bs for Vets is a laudable program and TripAdvisor would like to recognize the participating properties and Kathleen Panek for a significant contribution to veterans, as well as the hospitality industry at large," said Christine Petersen, president of TripAdvisor for Business. "We are happy to do our part to support B&Bs for Vets and help spread the news of the program far and wide."

"B&Bs for Vets was created as a way to say 'thank you' and offer a good night's rest to the courageous men and women from our armed forces," said Kathleen Panek, organizer of B&Bs for Vets and owner of Gillum House. "We appreciate TripAdvisor's help raising awareness of our program and the bed-and-breakfast industry."

For more information about B&Bs for Vets and a list of participating properties, please visit <http://www.bnbsforvets.org/>.

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 TripAdvisor Trip Friends) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts nearly 50 million unique monthly visitors** across 18 popular travel brands: www.tripadvisor.com, www.airfarewatchdog.com, www.bookingbuddy.com, www.cruise critic.com, www.familyvacationcritic.com, www.flipkey.com, www.frequentflyer.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 and www.kuxun.cn. TripAdvisor-branded sites make up the largest travel community in the world, with more than 40 million unique monthly visitors*, 20 million members, and over 40 million reviews and opinions. The sites operate in 23 countries worldwide, including China under [daodao.com](http://www.daodao.com) (<http://www.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.

TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (Nasdaq: EXPE).

TripAdvisor and the TripAdvisor logo are trademarks or registered trademarks of TripAdvisor LLC in the U.S. and/or other countries. Other logos or product and company names mentioned herein may be the property of their respective owners.

*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, July 2010

**Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, July 2010

SOURCE TripAdvisor