

TripAdvisor Acquires Where I've Been

NEWTON, Mass., July 11, 2011 /PRNewswire/ -- TripAdvisor®, the world's largest travel site*, today announced it has acquired Where I've Been, LLC, a leading travel website and social platform with a detailed interactive world map that lets users share where they've been, lived, and want to go. Where I've Been is based in Chicago, Illinois and was founded by Michael Dalesandro and Craig Ulliott.

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

Where I've Been® allows users to share their world map on social networks and interact with like-minded users. Its Facebook application has allowed 10 million people to create color coded travel maps, "pinning off" close to half a billion places. Members can also upload stories and photos, source the community for answers to travel questions, and browse the "Travel Guide" which displays socially relevant information first. This acquisition underscores TripAdvisor's continued focus and growth in social travel.

The entire product team at Where I've Been will join TripAdvisor.

Terms of the acquisition will not be disclosed.

For more information, visit www.WhereIveBeen.com.

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 50 million unique monthly visitors* across 18 popular travel brands**. 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 45 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.

TripAdvisor Media Group websites have been recognized as top travel resources in 2010 by Conde Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

TripAdvisor Media Group generated \$486 million in revenue in 2010. 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. Where I've Been is a trademark or registered trademark of Where I've Been, 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.

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

** In addition to TripAdvisor, The TripAdvisor Media Group of websites includes: 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.sniqaway.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com, www.virtualtourist.com and www.kuxun.cn.

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

**** TripAdvisor sites operate in 30 countries worldwide: www.tripadvisor.com, www.tripadvisor.co.uk, www.tripadvisor.ca, www.tripadvisor.it, www.tripadvisor.es, www.tripadvisor.de, www.tripadvisor.fr, www.tripadvisor.jp, www.daodao.com,

www.tripadvisor.in, www.tripadvisor.se, www.tripadvisor.nl, www.tripadvisor.com.br, www.tripadvisor.com.tr, www.tripadvisor.dk, www.tripadvisor.com.mx, www.tripadvisor.ie, www.tripadvisor.com.au, www.tripadvisor.com.sg, www.tripadvisor.co.kr, no.tripadvisor.com, pl.tripadvisor.com, th.tripadvisor.com, www.tripadvisor.ru, www.tripadvisor.com.gr, www.tripadvisor.co.id, www.tripadvisor.com.ar, www.tripadvisor.tw and www.tripadvisor.com.my, and www.tripadvisor.com.eg.

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