

TripAdvisor Announces Facebook® Like Button Integration

New way for travel community of millions to share preferences on TripAdvisor and Facebook

NEWTON, Mass., April 21 /PRNewswire/ -- TripAdvisor®, the world's most popular and largest travel community, today announced during Facebook's f8 conference, the first implementation of the new Facebook "Like" plugin, on TripAdvisor.com. TripAdvisor is one of a select group of companies to launch this exciting new Facebook Social Plugin. The Like button enables travelers to indicate their favorite hotels, cities, attractions and restaurants and share them with their network of friends on Facebook and TripAdvisor. Now, the world's largest travel community and the world's largest social network are connecting people who know each other with the places they love the most.

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

"The Like button from Facebook gives our travel community an additional way to easily express their preferences and perfectly complements what TripAdvisor is known and loved for -- real reviews and opinions from millions of travelers worldwide," said Steve Kaufer, founder and CEO of TripAdvisor.

With the Like button, travelers can see the travel preferences of their friends on Facebook as well as how many people Like a hotel, city, restaurant or attraction that they are researching.

"As a trusted travel resource for millions, TripAdvisor is an ideal website to help introduce our new Social Plugins," said Ethan Beard, director of Facebook Developer Network. "On Facebook.com, people already 'Like' their friends' status updates, photos, and brands. Now they can also choose to 'Like' cities, hotels, and more on TripAdvisor.com."

About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor LLC, attracts 46 million monthly visitors* across 15 popular travel brands: TripAdvisor®, www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.frequentflier.com, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com and www.virtualtourist.com. TripAdvisor-branded sites make up the largest travel community in the world, with more than 34 million monthly visitors*, 15 million registered members and 30 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover more than one million destinations, hotels, restaurants and attractions and operate in the U.S. (<http://www.tripadvisor.com>), the U.K. (<http://www.tripadvisor.co.uk>), Ireland (<http://www.tripadvisor.ie>), France (<http://www.tripadvisor.fr>), Germany (<http://www.tripadvisor.de>), Italy (<http://www.tripadvisor.it>), Spain (<http://www.tripadvisor.es>), India (<http://www.tripadvisor.in>), Japan (<http://www.tripadvisor.jp>), Portugal and Brazil (<http://www.tripadvisor.com.br>), Sweden (<http://www.tripadvisor.se>), The Netherlands (<http://nl.tripadvisor.com>), Canada (<http://www.tripadvisor.ca>), Denmark (<http://www.tripadvisor.dk>), Turkey (<http://www.tripadvisor.com.tr>) and Mexico (<http://www.tripadvisor.com.mx>). TripAdvisor also operates in China under the brand daodao.com (<http://www.daodao.com>) and Kuxun.cn (<http://www.kuxun.cn>). TripAdvisor® Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. (Nasdaq: EXPE).

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*Source: comScore Media Metrix, Worldwide, March 2010

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