

TripAdvisor Travel Reviews and Opinions to be Available on Connected TomTom Navigation Device

NEWTON, Mass., Aug. 29, 2011 /PRNewswire/ -- TripAdvisor®, the world's largest travel site*, today announced a new travel app to be available on the new TomTom GO LIVE 1535 M navigation device, beginning October 2011. Featuring TripAdvisor's wealth of traveler reviews and opinions of hotels, restaurants and attractions, the app provides those traveling by car access to trusted TripAdvisor content for the first time on a navigation device.

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

The new connected TomTom device will combine the most comprehensive road and traffic information, with the insights of a custom TripAdvisor app and other travel-specific apps. Travelers using TomTom's connected services will now be able to access the latest reviews and opinions posted to TripAdvisor, in real time. Users will have access to hundreds of thousands of TripAdvisor reviews and opinions on hotels, restaurants and attractions and allow them to conveniently call for reservations through their compatible Bluetooth® connected device.

According to a recent survey conducted by TomTom, the majority of users most commonly search restaurants, lodging facilities and things to do on their navigation devices*. TripAdvisor content will now enhance their searches with trusted opinions from TripAdvisor travelers:

Place of interest	At least sometimes use
Restaurants	78%
Lodging facilities	71%
Tourism related (e.g. tourist attraction, panoramic view, tourist office)	59%
Leisure facilities (e.g. amusement park, casino, disco, zoo)	62%
Culture related (e.g. concert building, cultural centers, museum, opera)	50%

*According to a TomTom survey of 3,482 U.S. TomTom users from July 2010 to July 2011.

"We're thrilled to partner with respected brands, such as TripAdvisor, to bring relevant local content to the portable navigation device," said Tim Roper, president of TomTom, Inc. "By giving people the most up-to-date traffic details as well as relevant local content provided by travel apps, we believe TomTom is bringing a new level of connectivity to drivers by providing information in the most effective platform available."

"We're excited to bring TripAdvisor reviews and opinions to travelers via TomTom GPS devices," said Barbara Messing, chief marketing officer for TripAdvisor. "This enhancement will enable drivers to make their travel planning easier by tapping into the wealth of knowledge from TripAdvisor's more than 50 million reviews and opinions from real travelers on hotels, restaurants and attractions along their route."

About TomTom

Founded in 1991, TomTom (AEX: TOM2) is the world's leading supplier of in-car location and navigation products and services focused on providing all drivers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has over 3,500 employees and sells its products in over 40 countries.

Our products include portable navigation devices, in-dash infotainment systems, fleet management solutions, maps and real-time services, including the award winning TomTom HD Traffic.

For the world's most up-to-date route planner, including live traffic information go to www.tomtom.com/livetraffic

For further information, please visit www.tomtom.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 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.

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).

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*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, July 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.sniqueaway.com, www.smartertravel.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 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, www.tripadvisor.com.my, and www.tripadvisor.com.eg.

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