

# TRIPADVISOR MEDIA NETWORK AND YAHOO! SIGN AGREEMENT TO DELIVER EXPANDED TRAVEL CONTENT AND LISTINGS

## TripAdvisor Expands Advertising Network; Enhancements to Yahoo! Travel Site Include New Check Rates and Travel Deals Offerings

EWTON, Mass. – January 13, 2010 – TripAdvisor®, the world's most trusted source of travel advice, today announced a strategic agreement with Yahoo! to deliver TripAdvisor Check Rates and BookingBuddy Deals products to the Yahoo! Travel property, one of the leading travel research sites. With this agreement, Yahoo! Travel can offer broader and more diverse travel booking choices to its end users. Additionally, advertisers who buy Check Rates listings through TripAdvisor, or Travel Deals through the BookingBuddy Deals Network, will benefit by having their offerings appear on Yahoo! Travel pages. The relationship is exclusive to the U.S. market and takes effect in January 2010.

TripAdvisor's Check Rates will allow Yahoo! Travel users to compare hotel pricing and availability across multiple travel commerce sites, and BookingBuddy Travel Deals will provide Yahoo! Travel visitors with top deals from leading travel sites. Together, the products will allow users to get more out of their travel planning experience and feel confident they are making informed purchasing decisions. The relationship includes a revenue sharing agreement for the provided services on the Yahoo! Travel site. Additional terms of the deal are not being disclosed.

"Yahoo! is focused on offering products and services that deliver the best possible experiences for consumers and results for advertisers," said Tim Mayer, Yahoo! vice president of North American Audience. "The agreement with TripAdvisor and the integration of their products will enhance our customer's experience and make Yahoo! Travel an even better destination for travel planning needs."

"We are excited to expand the size and breadth of our advertising network through our agreement with Yahoo! Travel," said Eric Rosenzweig, senior vice president of strategic development and sales at TripAdvisor. "Our advertisers can now reach a new audience through Yahoo! Travel, in addition to the 36 million visitors through the TripAdvisor Media Network."

### About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts more than 36 million monthly visitors\* across 15 popular travel brands: TripAdvisor®, [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.frequentflier.com](http://www.frequentflier.com), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com) and [www.virtualtourist.com](http://www.virtualtourist.com). TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 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>) and Canada (<http://www.tripadvisor.ca>). 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).

TripAdvisor and the TripAdvisor logo are 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.

©2010 TripAdvisor LLC. All rights reserved.

\*Source: comScore Media Metrix, July 2009

### About BookingBuddy

BookingBuddy® is a top travel site that gives travelers access to the best deals and prices. The BookingBuddy Deals Network distributes deals to travel sites with an aggregate audience of more than 27 million monthly unique visitors\*. BookingBuddy is operated by Smarter Travel Media LLC, a subsidiary of the TripAdvisor Media® Network and an operating company of Expedia, Inc.

BookingBuddy is a registered trademark of Smarter Travel Media LLC in the U.S. and/or other countries.

© 2010 Smarter Travel Media LLC. All rights reserved.

### **About Yahoo!**

Yahoo! attracts hundreds of millions of users every month through its innovative technology and engaging content and services, making it one of the most trafficked Internet destinations and a world class online media company. Yahoo!'s vision is to be the center of people's online lives by delivering personally relevant, meaningful Internet experiences. Yahoo! is headquartered in Sunnyvale, California. For more information, visit <http://pressroom.yahoo.com> or the company's blog, Yodel Anecdotal (<http://yodel.yahoo.com>).

Yahoo! is the trademark and/or registered trademark of Yahoo! Inc.

All other names are trademarks and/or registered trademarks of their respective owners.