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TripAdvisor Acquires Tiny Post

NEWTON, Mass., March 22, 2013 /PRNewswire/ -- [TripAdvisor](#), Inc., today announced it has acquired Tiny Post ([tinypost.co](#)), the highly acclaimed app that lets you write over photos and turn them into stories. The Tiny Post team will be based in TripAdvisor's Palo Alto office.

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

"The Tiny Post team have created a wonderful app that shows the possibilities of combining travel photos with social and mobile," said Steve Kaufer, co-founder and CEO TripAdvisor, Inc. "We think Tiny Post is a great fit with our continued drive to provide engaging and sharable content and I am happy to welcome this strong team to TripAdvisor."

Terms of the acquisition will not be disclosed.

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 with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 200 million unique monthly visitors**, and over 100 million reviews and opinions. The sites operate in 30 countries worldwide, including China under [daodao.com](#). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 19 other travel media brands: [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.tingo.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, January 2013

**Source: Google Analytics, worldwide data, January 2013

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