TripAdvisor Media Network Enters Multi-Year Agreement with Airline Technology Partner ITA Software

Network’s Diverse Sites Support Travelers at Every Step of the Trip

NEWTON, Mass., Jan. 13 /PRNewswire/ -- TripAdvisor® Media Network today announced a multi-year agreement with ITA Software, the leading provider of innovative technology solutions to the travel industry. The TripAdvisor Media Network is a vital resource for more than 32 million travelers each month who rely on the comprehensive tools and resources of its thirteen popular brands for the truth in travel information. In addition to the nine TripAdvisor-branded sites in the U.S., Europe and Asia, millions of travelers trust the sites of the TripAdvisor Media Network to plan their flights, taking advantage of the industry-leading tools and resources at its sites such as airfarewatchdog.com, bookingbuddy.com, frequentflier.com, onetime.com, seatguru.com, and smartertravel.com. The new agreement will support the TripAdvisor Media Network's continued efforts to be the best source of comprehensive travel information anywhere.

"In 2009 travelers will search for value in every aspect of their trips, so it is even more important that we provide them with honest, comprehensive information, especially for air travel" said Steve Kaufer, CEO of the TripAdvisor Media Network. "We're very excited to be teaming with ITA, and are confident that the TripAdvisor Media Network will deliver some of the most innovative air travel solutions for travelers as well as our advertising partners."

About TripAdvisor Media Network


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*Source: comScore Media Metrix, July 2008

SOURCE: TripAdvisor Media Network

Web site: http://www.tripadvisor.com/