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TripAdvisor Powers Travel Tools On Samsung GALAXY S 4

TripAdvisor App Pre-Installed On New Samsung GALAXY S 4 Powering Inspiring Features and Custom Integration

NEWTON, Mass., March 19, 2013 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site*, today announced that its market-leading mobile app is now pre-installed onto the new Samsung GALAXY S 4, enabling millions of consumers worldwide to have easy access to trusted TripAdvisor travel content. TripAdvisor is the only travel app that will be pre-installed on the new Samsung GALAXY S 4.

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

In addition to pre-installing the app, Samsung is using TripAdvisor content—millions of photos and over 100 million reviews and opinions—to power its own travel apps:

- *Travel Widget* — Designed to inspire, the Travel Widget will showcase TripAdvisor images of popular travel destinations and attractions around the world. Users can touch the on-screen star icon to save places to their "Saves" list on TripAdvisor, or tap the image to see details in the TripAdvisor app, which include reviews, opinions, photos and contact information.
- *Lock Screen Slideshow* — When the phone enters "locked" mode, users can opt to see beautiful travel photos of the world's most visually striking destinations on the device's high-definition display.
- *City Information in Samsung Story Album* — Samsung Story Album helps build a digital photo book by seamlessly connecting travel content to user's travel photos. TripAdvisor lets users add more enriched city information into the Story Album.

TripAdvisor has added exclusive features to its application, including Single Sign-On with a Samsung ID, the ability to load details of hotels and flights found on TripAdvisor into the phone's native calendar app; and the ability to load contact information for a hotel or attraction to the GALAXY S 4's Contacts list.

"We are delighted to be partnering with Samsung to preload the TripAdvisor mobile app on the new Samsung GALAXY S 4," says Steve Kaufer, chief executive officer and co-founder of TripAdvisor. "The combination of more than 100 million TripAdvisor traveler reviews and opinions with our inspirational travel photos on the latest Samsung device will provide a perfect companion for modern travelers."

"We wanted to ensure that Samsung GALAXY S 4 users can access up-to-date inspirational travel destinations, photos and insights," says Chanwoo Park, Vice President of Product Strategy Team at Samsung. "We are excited about our global partnership with TripAdvisor to fulfill our customers' unmet needs and their enriched mobile experiences."

Garnering nearly 30 million downloads to date, the TripAdvisor mobile app has already helped millions of travelers plan and have the perfect trip. The free app is available in 20 languages on all major mobile platforms, as well as on mobile browsers and tablet devices via its website, www.tripadvisor.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 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.cruise critic.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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