

New TripAdvisor Mobile Website Allows Users to Get Trusted Travel Advice on the Go

Site Has Attracted More Than One Million Unique Monthly Visitors, More Than Any Other Mobile Website in the Travel Industry

NEWTON, Mass., March 23 /PRNewswire/ -- TripAdvisor®, the world's most popular and largest travel community, today announced the newest way for travelers to enjoy TripAdvisor --on the go -- with the launch of the TripAdvisor mobile website. Now available in 17 countries and 11 different languages, the beta version of the mobile website has already attracted more than one million unique monthly visitors, more than any other mobile website in the travel industry.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/tripadvisor/42909/>

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO>)

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100323/MM74871>)

"Our mobile website offering underscores TripAdvisor's strategy to revolutionize how consumers get travel advice," said Steve Kaufer, founder and CEO of TripAdvisor. "We are continually investigating additional options for users to access our millions of reviews and opinions from fellow travelers. Whether it's finding the best surf shop in Maui, the nearest bookshop cafe in Paris, or the most opulent temple in India, users now have a way to get the most travel trusted advice when they are on the go."

Compatible with all major cell phones and smartphones, TripAdvisor's mobile website gives travelers worldwide access to more than 30 million trusted reviews and opinions of hotels, restaurants, attractions and more. Travelers can visit the mobile TripAdvisor website on their cell phones or smartphones at www.tripadvisor.com.

On TripAdvisor's mobile site, travelers can find nearby restaurants, hotels and attractions, and directions to them – all with the smartphone's GPS capabilities. Travelers can also post reviews and opinions while traveling, when the experiences are freshest in their minds.

TripAdvisor's mobile website is currently available in the U.S., U.K., Australia, Brazil, Canada, Denmark, France, Germany, Ireland, India, Italy, Mexico, Netherlands, Norway, Spain, Sweden and Turkey. The mobile website will soon be available in additional countries and languages.

About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts 45 million monthly visitors* across 15 popular travel brands: TripAdvisor®, www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.frequentflier.com, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com and www.virtualtourist.com. TripAdvisor-branded sites make up the largest travel community in the world, with more than 32 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>), Canada (<http://www.tripadvisor.ca>), Denmark (<http://www.tripadvisor.dk>), Turkey (<http://www.tripadvisor.com.tr>) and Mexico (<http://www.tripadvisor.com.mx>). 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.

*Source: comScore Media Metrix, January 2010

SOURCE TripAdvisor