



TRIPADVISOR AND TRUSTYOU PARTNER TO PROVIDE HOTELS A MORE COMPREHENSIVE TOOL FOR MONITORING REVIEWS

New Global Partnership Gives TrustYou Clients Authorized Access to TripAdvisor Review Content

(MUNICH and DALLAS – July 24, 2012) TrustYou, online reputation management market leader for the hospitality industry, announced today that it has entered an agreement with TripAdvisor®, the world's largest travel site*, as global authorized partner.

The new partnership will give TrustYou clients the ability to monitor their TripAdvisor reviews in 21 languages through the TrustYou reputation management tool. TrustYou users have access to a comprehensive report, granting TrustYou's 10,000 world-wide clients, which include some of the most recognized names in the hospitality industry – Accor, Starwood, Marriott, Omni, Mövenpick and The Ritz London – 24/7 insights into new reviews and a summary of other TripAdvisor performance metrics. This gives clients the ability to track their online reputation and analyze guest feedback in real-time.

"We believe it is increasingly important for hoteliers to monitor consumer feedback and respond to user reviews if they want to be better positioned to understand their customers' needs in the era of social media," said Severine Philardeau, Vice President, Global Partnerships at TripAdvisor. "This partnership shows TripAdvisor's commitment to providing hoteliers with the most up-to-date and accurate information to understand what guests are saying about their stay, respond to their reviews, and improve their service."

"We want to provide the hospitality industry with the most valuable, actionable customer intelligence available in the industry and this partnership with TripAdvisor was absolutely necessary to achieve that goal," said Benjamin Jost, CEO and co-founder, TrustYou. Jost continued, "Hoteliers must embrace online traveler feedback. Social media and online reviews are here to stay. The winners and losers will be decided by those that find the right tools and take the right actions to 'listen' and 'understand' what their customers are already telling them they like and don't like."

"As a global leader in hospitality, we are compelled to provide our guests with an experience that beats their expectations upon each and every visit," said François Dung, Vice President consumer intelligence at Accor. "The TripAdvisor-TrustYou partnership gives Accor a significant advantage in conducting the

analysis necessary to improve operations, train our global staff, raise service levels and drive incremental revenue.”

Studies show 70% of consumers trust online opinions. TrustYou is the standard for reputation in the hospitality industry and measures and analyzes global sentiment for more than 400,000 hotels worldwide and 100 million reviews in 23 languages. First-time clients can use the code TYTA when speaking with a TrustYou advisor to get 20% off on services if they enroll by September 15, 2012.

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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 56 million unique monthly visitors,* and over 60 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 TripAdvisor's millions of monthly visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 19 other travel media brands, and together the sites attract more than 69 million unique monthly visitors.** TripAdvisor's travel media brands include 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, May 2012

**Source: comScore Media Metrix for TripAdvisor Inc. and its subsidiaries, Worldwide, May 2012

About TrustYou

Since 2008, TrustYou is setting the standard for reputation with solutions for businesses to analyze reviews, tweets and posts across the social web, to gather trusted reviews directly from their customers, and to use the authentic conversations to successfully market their reputation online.

TrustYou offers free online customer satisfaction surveys and SaaS analytics dashboards that capture sentiment and opinions from millions of comments from sources like Tripadvisor, Facebook, Google+, Twitter, Yelp, etc. across 23 different languages. TrustYou already has more than 10,000 customers and partners in 60 countries among them companies like Accor, Marriott, Starwood, Hard Rock Cafes, Best Western Hotels, Holidaycheck, Micros-Fidelio and many

others. TrustYou's headquarters are in Munich, Germany and Dallas, USA with further representatives in the U.K., the Netherlands, France, Central Europe, Asia and Australia. To learn more about TrustYou visit www.trustyou.com.

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