



Expedia Media Solutions Selected for The Travel Innovation Summit 2009

Expedia, Inc.'s advertising sales division one of 30 travel industry leaders chosen to present at The PhoCusWright Conference

BELLEVUE, Wash., Oct. 14, 2009 – Expedia® Media Solutions, the advertising sales division of Expedia, Inc., has been selected as a demonstrator for The Travel Innovation Summit@The PhoCusWright Conference on November 17, 2009. The second annual event spotlights the most innovative applications, technologies and solutions positioned to significantly impact the travel industry.

Expedia Media Solutions earned participation at The Travel Innovation Summit with StorePoint Expandables, a new rich media advertising product featuring engaging micro-site content and design. Offering a highly interactive environment, StorePoint Expandables will drastically enhance the way brands connect with travel consumers online. In a recent pilot program for the San Diego Convention and Visitors Bureau, StorePoint Expandables proved its potential, driving a 19 percent increase in room nights booked in San Diego the first month of the campaign and a 45 percent increase during the second month of the campaign.

"We are honored to be among the innovators chosen to participate at The Travel Innovation Summit," said Doug Miller, Global Vice President of Expedia Media Solutions. "This recognition validates the impact we're making in the ways advertisers and consumers interact in the online travel marketplace."

Since 2007, Expedia Media Solutions has been revolutionizing the way travel and non-travel brands reach and connect with online travel consumers, emerging as a thought leader in online advertising sales among travel Web sites and e-commerce brands. With a growing product portfolio offering a multitude of advertising and sponsorship opportunities, Expedia Media Solutions has created a viable marketing platform for advertising partners to reach the 64 million worldwide monthly unique visitors that visit Expedia, Inc. Web sites⁽¹⁾.

Held in conjunction with The PhoCusWright Conference, The Travel Innovation Summit represents the next big wave of innovation in the travel industry. Expedia Media Solutions will be among 30 innovators selected from around the world demonstrating applications, mobile technology and solutions that considerably change the way people plan, purchase and memorialize travel.

About Expedia Media Solutions

Formed in 2007, Expedia Media Solutions is dedicated to building online and offline media partnerships for travel and non-travel brand advertisers and to enable them to leverage the unique media value of Expedia's network of leading travel brands and global points of sale. For more information, visit www.advertising.expedia.com.

About Expedia, Inc.

Expedia, Inc. is the world's leading online travel company, empowering business and leisure travelers with the tools and information they need to easily research, plan, book and experience travel. Expedia, Inc. also provides in-destination concierge service and activity desks for travelers. The Expedia, Inc. portfolio of brands includes: Expedia.com, hotels.com, Hotwire, Egencia (formerly Expedia Corporate Travel), TripAdvisor, Expedia Local Expert, Classic Vacations and eLong. Expedia, Inc.'s companies operate more than 60 global points of sale in more than 40 countries, with sites in North America, South America, Latin America, Europe, Middle East, Africa and Asia-Pacific. Expedia, Inc. is a component of the S&P 500 index. For more information, visit <http://www.expediainc.com/>.

⁽¹⁾ Customized comScore data August 2009 | SOURCE: Expedia Media Solutions

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