

Edgar Filing: TripAdvisor, Inc. - Form 425

TripAdvisor, Inc.  
Form 425  
October 03, 2011

Filed by Expedia, Inc.

Pursuant to Rule 425

Under the Securities Act of 1933

Deemed filed pursuant to Rule 14a-12

Under the Securities Exchange Act of 1934

Subject Company: Expedia, Inc.

Commission File No. 333-175828

Subject Company: TripAdvisor, Inc.

Commission File No. 333-175828-01

The following press release was issued by TripAdvisor LLC on October 3, 2011.

\*\*\*

**CONTACT:**

**Justin Drake**

**(617) 670-6759**

**[jdrake@tripadvisor.com](mailto:jdrake@tripadvisor.com)**

**TRIPADVISOR NAMES JULIE M.B. BRADLEY AS CHIEF FINANCIAL OFFICER**

**NEWTON, Mass** **October 3, 2011** — TripAdvisor, the world's largest travel site\*, today announced that it has appointed Julie M.B. Bradley as chief financial officer, effective immediately. In this newly-created role, Bradley will oversee corporate finance, investor relations, accounting, corporate development, human resources and real estate.

Julie is an experienced public company CFO, with an outstanding track record of delivering solid results for customers, employees and shareholders throughout her career, said Steve Kaufer, co-founder and CEO of TripAdvisor. She is a welcome addition to our leadership team and will help us scale our fast growing business around the world.

Bradley previously served as senior vice president and chief financial officer of Art Technology Group (ATG), where she was responsible for managing all financial activities, investor relations and global infrastructure. During her tenure Bradley guided the company to profitable revenue growth and ultimately oversaw the acquisition of ATG by Oracle (NASDAQ: ORCL). She was also named 2010 CFO of the Year Award Honoree by the Boston Business Journal. Prior to joining ATG, Bradley was vice president of finance at Akamai Technologies. She started her career at Deloitte.

I'm thrilled to join TripAdvisor at such a significant time in the company's 11 year history, said Julie M.B. Bradley, chief financial officer at TripAdvisor. TripAdvisor has established itself as the go-to source for travel planning and is effectively growing into new markets across the globe. I look forward to working with the TripAdvisor team to help maximize its financial performance and value.

Bradley is a Certified Public Accountant and holds a BA in Economics from Wheaton College.

---

## 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 (including Flights search, TripAdvisor Mobile and Instant Personalization) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 65 million unique monthly visitors\* across 19 popular travel brands\*\*. TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors\*\*\*, 20 million members, and over 50 million reviews and opinions. The sites operate in 30 countries worldwide\*\*\*\*, including China under daodao.com. TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors. The division includes Business Listings, which allows hoteliers to connect directly to millions of researching travelers, and Vacation Rentals, which helps property managers and individual home owners list their properties and showcase hotel alternatives.

TripAdvisor Media Group websites have been recognized as top travel resources by Condé Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

TripAdvisor Media Group generated \$486 million in revenue in 2010. TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (NASDAQ: EXPE).

TripAdvisor and the TripAdvisor logo are trademarks or registered trademarks of TripAdvisor LLC in the U.S. and/or other countries. All other trademarks are the property of their respective owners.

©2011 TripAdvisor LLC. All rights reserved.

\* Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, July 2011

\*\* In addition to TripAdvisor, The TripAdvisor Media Group of websites includes: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.sniqueaway.com](http://www.sniqueaway.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com), [www.whereivebeen.com](http://www.whereivebeen.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*\*\* Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, July 2011

\*\*\*\* TripAdvisor sites operate in 30 countries worldwide: [www.tripadvisor.com](http://www.tripadvisor.com), [www.tripadvisor.co.uk](http://www.tripadvisor.co.uk), [www.tripadvisor.ca](http://www.tripadvisor.ca), [www.tripadvisor.it](http://www.tripadvisor.it), [www.tripadvisor.es](http://www.tripadvisor.es), [www.tripadvisor.de](http://www.tripadvisor.de), [www.tripadvisor.fr](http://www.tripadvisor.fr), [www.tripadvisor.jp](http://www.tripadvisor.jp), [www.daodao.com](http://www.daodao.com), [www.tripadvisor.in](http://www.tripadvisor.in), [www.tripadvisor.se](http://www.tripadvisor.se), [www.tripadvisor.nl](http://www.tripadvisor.nl), [www.tripadvisor.com.br](http://www.tripadvisor.com.br), [www.tripadvisor.com.tr](http://www.tripadvisor.com.tr), [www.tripadvisor.dk](http://www.tripadvisor.dk), [www.tripadvisor.com.mx](http://www.tripadvisor.com.mx), [www.tripadvisor.ie](http://www.tripadvisor.ie), [www.tripadvisor.com.au](http://www.tripadvisor.com.au), [www.tripadvisor.com.sg](http://www.tripadvisor.com.sg), [www.tripadvisor.co.kr](http://www.tripadvisor.co.kr), [no.tripadvisor.com](http://no.tripadvisor.com), [pl.tripadvisor.com](http://pl.tripadvisor.com), [th.tripadvisor.com](http://th.tripadvisor.com), [www.tripadvisor.ru](http://www.tripadvisor.ru), [www.tripadvisor.com.gr](http://www.tripadvisor.com.gr), [www.tripadvisor.co.id](http://www.tripadvisor.co.id), [www.tripadvisor.com.ar](http://www.tripadvisor.com.ar), [www.tripadvisor.tw](http://www.tripadvisor.tw), [www.tripadvisor.com.my](http://www.tripadvisor.com.my), and [www.tripadvisor.com.eg](http://www.tripadvisor.com.eg).

## Additional Information about the TripAdvisor Spin-Off

This document does not constitute an offer to sell or the solicitation of an offer to buy any securities, or a solicitation of any vote or approval, nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

As previously announced, Expedia intends to spin-off its TripAdvisor Media Group businesses into a separate publicly-traded company, TripAdvisor, Inc. In connection with the proposed spin-off, Expedia, Inc. and

TripAdvisor, Inc. have filed a registration statement on Form S-4 that included a preliminary proxy statement for Expedia and prospectus for Expedia and TripAdvisor with the SEC. Stockholders of Expedia are urged to read the definitive proxy statement/prospectus, when it becomes available, because it will contain important information about Expedia, the proposed spin-off transaction and related matters. Investors and security holders can obtain free copies of the definitive proxy statement/prospectus when it becomes available by contacting Investor Relations, Expedia, 333 108<sup>th</sup> Avenue N.E., Bellevue, Washington 98004 (Telephone: (425) 679-3555). Investors and security holders can also obtain free copies of the proxy statement/prospectus and other documents filed by Expedia and TripAdvisor with the SEC in connection with the proposed spin-off transaction at the SEC's web site at [www.sec.gov](http://www.sec.gov).

In addition to the proxy statement/prospectus, Expedia files annual, quarterly and current reports, proxy statements and other information with the SEC, each of which should be available at the SEC's web site at [www.sec.gov](http://www.sec.gov). You may also read and copy any reports, statements and other information filed by Expedia at the SEC public reference room at 100 F Street NE, Washington, DC 20549. Please call the SEC at 1-800-SEC-0330 for further information.

Expedia and its directors, executive officers and certain members of management and other employees may be deemed to be participants in the solicitation of proxies of Expedia's stockholders to approve the proposed spin-off transaction. Such individuals may have interests in the transaction as described in Expedia's proxy statement/prospectus, including as a result of current holdings of options, restricted share units or shares of Expedia's stock and future holdings of options, restricted share units or shares of TripAdvisor's stock, which will be impacted in the transaction. Information regarding Expedia and the equity interests of its directors and officers who may be deemed to be participants in the solicitation of proxies is contained in Expedia's preliminary proxy statement/prospectus, filed with the SEC on July 27, 2011, as amended.