

The logo for Expedia Inc. features a stylized, orange, handwritten-style letter 'E' that loops around the text. The text 'expedia inc.' is written in a lowercase, sans-serif font in a dark brown color.

expedia inc.



What Is Expedia, Inc.?



The global travel marketplace

- Effective, targeted points of sale—some of the strongest online brands in the world
- Large and growing international footprint

An effective vehicle for you to promote your products

- The place the majority of people go when they are shopping for travel online
- Sales to unique consumers, not all of whom are visiting your site
- “Unpaid search”—access to millions of eyeballs

An innovative partner

- Industry-leading merchandising skills
- Innovative technologies to address your needs and those of your customers
- Advocate of the travel industry

Four Major Consumer Brands



- Broadest product offering of any travel site
- Broad, upscale customer mix
- Largest number of visitors per month and highest brand recognition of any online travel site
- 7 global points of sale; #1 or #2 in every geographic market served



- The hotel experts, for everyone from the browser to the power booker
- Broad customer base, with heavy mix of drive-to customers
- Large number of offline sales via skilled telesales reps with destination expertise
- 29 global points of sale



- Largest brand-shielded channel to profitably sell discounted inventory
- Solely focused on discount shoppers
- Respect for the opaque model and how it helps meet supplier needs



- A leading online travel service provider in China, offering a full-line of travel products
- Serves emerging class of Chinese frequent independent travelers
- Modern call center and web-based technology
- Local agents in 50 major Chinese cities

Expedia, Inc. Is One Of The Largest Online Media Companies

Comparable In Visitors To ISPs, Search Engines, Media Sites

US Rank	Site	Unique monthly visitors (K)	Reach (%)	Average daily visitors (K)
1	Yahoo! Sites	121,962	72.4	42,270
2	Time Warner Network	118,911	70.6	41,734
3	MSN – Microsoft Sites	114,622	68.0	38,200
4	Google Sites	85,658	50.8	20,785
5	eBay	66,693	39.6	10,648
6	Amazon Sites	42,906	25.5	3,693
7	Ask Jeeves	40,084	23.8	5,216
8	Viacom Online	39,809	23.6	4,461
9	United Online, Inc (Juno, NetZero, etc.)	33,448	19.9	4,669
10	Verizon Communications Corporation	32,968	19.6	2,829
11	Expedia Inc	32,479	19.3	2,615
12	New York Times Digital	31,977	19.0	2,553
13	CNET Networks	30,813	18.3	2,964
14	Walt Disney Internet Group (WDIG)	30,760	18.3	2,886
15	Vendare Media (banners, pop-upunders, etc.)	30,224	17.9	3,055
16	Monster Worldwide	29,736	17.6	2,264
17	Weather Channel , The	27,136	16.1	4,636
18	Lycos, Inc.	26,297	15.6	2,112
19	AT&T Properties	25,331	15.0	2,226
20	Wal-Mart	22,767	13.5	1,413

Note: Geography: United States; Location: All locations; Time period: August 2005; Target: Total audience; Media: Top 100 properties (Unduplicated); Report generated: September 12, 2005 Source: comScore

Our Sites Have Broad Reach

For Many Consumers, We Are a Key Reference Source

- Almost 3MM people visit our sites every day
- 75% of all people who buy travel online visit our sites at least once while shopping for their trip
- We perform over 18MM flight searches, 14MM hotel searches and 2MM car searches every day just on the Expedia point of sale

Our Sites Meet Different Consumer Needs

Consumer Beliefs About Online Travel Sites

Forrester
Research
presentation

Online travelers choose different sites for different reasons

Supplier sites

1. Most accurate, up-to-date
2. Trustworthy
3. Best respect for privacy
4. Best for simple trips
5. Has the best prices

Web travel agency sites

1. Best for entire journey
2. Best for travel outside North America
3. Can customize to best reflect my interests
4. Has the widest choice of travel options
5. Most interesting and relevant travel information

Base: US online leisure travelers

Source: Forrester's Consumer Technographics® June 2003 North American Mail Study

Our Value To You

- Through our portfolio of brands we can access more of the global leisure travelers than any other company
- We bring you customers you would otherwise not see
- We offer you a suite of leading-edge services
- Our business is to help drive your business

No one else can give you the value that Expedia, Inc. does