

FOR IMMEDIATE RELEASE

TripWiser Unveils Beta Site, Bringing New Meaning to Family Travel in America

SUNNYVALE, Calif. – April XX, 2007 – TripWiser today announced the Public Beta launch of its website(www.tripwiser.com) that addresses unfulfilled needs of baby boomers planning family trips to or within the United States.

Unlike many emerging Travel 2.0 companies, TripWiser is a social site that moves beyond the blogging operation and delivers true e-commerce application with a solid geographic and psychographic focus. Devoted to baby boomers and their families, the site provides a complete trip planning service with state-of-the-art functionalities that take project management out of travel and bring a whole new meaning to family travel in America.

Catering to baby boomers, TripWiser is focusing on the trip planning requirements of a consumer segment with the highest purchasing power. The baby boomer generation represents about 40% of US households and half of its spending. Having increasingly more free time on their hands and eager to keep up with the younger generations, technology-savvy baby boomers are embracing the online social collaboration with remarkable speed. Experienced and demanding travelers, baby boomers appreciate quality and are always looking for the best value. Meaningful social interaction, quality accommodations and interesting activities – all must be acquired at the best prices. When shopping online, baby boomers are looking for simple, convenient and fast solutions that nonetheless provide a high degree of personalization and allow for a “do-it-yourself” attitude. Moreover, for a modern online travel site catering to baby boomers the focus on family needs is essential, as many baby boomers are involved in parenthood and care giving at the same time. Family travel in your own country can be more spontaneous, more accessible and also more affordable than International trips. In fact, baby boomers represent 80% of domestic travelers. But surprisingly, in the new wave of emerging Travel 2.0 companies none seemed to address the needs of baby boomers planning and preparing family trips in their own country. TripWiser emerged to fill the void and answer these needs.

"When you start preparing for a trip, you quickly discover that most travel sites, although very rich and impressive, do not provide good trip planning capabilities," said David Reichman, Chief Executive Officer and Founder of TripWiser. "If you decide to go on a trip with your family, your trip planning will quickly turn into a monotonous search and copy-and-paste exercise. It happened to me too many times in the last few years. I was jumping from site to site, from review to review, and ended up collecting bits of pieces of information from all over the net in an attempt to assemble a trip. Add to that that I also needed to view my route on the map and then visit each individual hotel's website to book accommodations. This was too much project management and it was taking all the fun out of the equation. So we decided there is a smarter way and created TripWiser. Hence, the choice of the company name."

TripWiser eliminates the problem by offering state-of-the-art trip planning and itinerary building capabilities with user-generated content created for baby boomers traveling with infants, toddlers, and teenagers. Pleasantly stylish and strikingly modern, the site allows users to select from thousands of ready-to-go itineraries created by real travelers and travel experts, each containing popular destinations, activities, attractions, and other interesting things to do. Users can customize itineraries on the fly by adjusting social parameters on the innovative personalization "scale" and by adding items via a simple drag-and-drop; instantly view itineraries on the map powered by Google Map and Google Earth; compare various trip scenarios; summarize itineraries with a mouse click and send them to print, a feature powered by the next generation of TripTik form AAA; upload and share photos; keep private blogs or share notes as trip reviews; make online reservations; and much more!

“The idea was to do away with project management and offer effortless on-the-fly customization,” said Reichman. “We focus on user experience, not on selling trips as commodities. The site’s engine enables social matching capabilities that are meaningful to people.”

From an itinerary to a trip album, TripWiser handles the entire trip planning process, so that users can get back to doing what they enjoy and not worry about planning and management.

TripWiser is launching the site today and inviting people to visit. Press enquiries and interviews are welcome.

About TripWiser

This is a state-of-the-art trip planning and itinerary building site for baby boomers traveling in the United States with families. Forget project management, enjoy your trip! Visit our site at <http://www.tripwiser.com>

Media Contact

Anna Tulchinsky
TripWiser, Inc.
(613) 231-6308
anna@tripwiser.com