

Winstar Interactive Partners with Fodors.com To Launch “Check Rates” Booking Widget

NEW YORK (May 13, 2009) In response to advertiser demand for more direct-response driven advertising opportunities, Fodors.com has launched a widget that enables users to check real time air fares and hotel rates. Fodor’s developed the widget in partnership with Winstar Interactive, the advertising sales team for Fodors.com, and it marks the first time Fodor’s has made this type of opportunity available.

“In today’s economy it’s imperative for sites to offer more effective opportunities for their advertiser’s messaging,” says Adam Guild, CEO of Los Angeles- based Winstar Interactive. “It is an example of Fodor’s reacting to the marketplace and focusing further down in the purchasing funnel to search/book while planning a trip. Whether it is direct-response, branding or a combination of the two, Fodor’s continues to step to the plate, providing better tools to deliver on our advertisers metrics.”

The Check Rates widget launched in Fodor’s Forums (found here: <http://www.fodors.com/community/>) and provides "deep links" directly into the partner’s booking path. This is a new product initiative developed and launched by the Fodor’s Direct Sales Team at Winstar. Current partners include: Hotwire; Priceline; Hotels.com; Buddingbuddy and Whentofly.com.

“It’s about creating opportunities that work,” says Fodor’s Travel Executive Director, Lauren Palmer. Winstar’s online advertising knowledge combined with our commitment to providing a wider variety of media products to serve our clients is meeting – and often exceeding -- the results our advertisers expect.

Fodors.com (<http://www.fodors.com/>) attracts more than 1.5 million unique visitors each month with up-to-the minute travel advice and trip planning information; user ratings of thousands of sights, hotels, and restaurants; and one of the most established and engaged travel communities on the web. Fodor's Travel is a division of Random House, Inc.

Winstar Interactive Media (<http://www.winstarinteractive.com/>) was launched in 1996 as a site-specific representation company with online advertising experience dating back to the early days of the Internet. The firm specializes in creating customized ad packages for some of the top media brands on the Internet. Winstar sells Internet advertising for well-branded websites like Fodors.com, Nasdaq.com, and Zagat.com among others. With headquarters in New York City, the company has offices across the country.