



Press Release

Footprint Travel Guides and tripwolf Announce Partnership

British publisher and Austrian Internet start-up bring longest running travel guides to web and mobile platform

Berlin, March 12th 2009. Today social travel guide tripwolf (<http://www.tripwolf.com>) announces a partnership with Footprint Books, the publishers of the longest running travel guides in the English market. The first act of the new partnership is integrating Footprint's Peru Handbook into tripwolf's web platform and mobile version.

"It is fantastic to see Peru content from our Footprint Handbooks on tripwolf.com and on the beta version of the tripwolf iPhone application", says Footprint Marketing Manager, Liz Harper. "We looked at various potential partners to make Footprint content available through new channels and tripwolf has clearly convinced us with their innovative approach and unique offerings for users."

With this partnership, tripwolf.com strengthens its strategy of combining professional editorial travel content with user-generated content from thousands of globetrotters worldwide. On tripwolf.com individual travellers can create their personalized travel guides, based on recommendations from expert "trip gurus," friends and other travellers.

"Personally, Footprint Handbooks have been my favourite travel guides for years," says tripwolf CEO Sebastian Heinzl. "On my trips to Peru, India and Vietnam I have been impressed by the breadth and depth of their coverage. I cannot imagine a better English language partner for tripwolf."

For the German version of its platform, tripwolf entered into a partnership with the MairDumont Group, publishers of the German “Marco Polo” travel guides, last year. tripwolf versions in French, Italian and Spanish will be launched this spring.

**More information and pictures on the tripwolf Social Media release:
press.tripwolf.com**

About tripwolf

tripwolf is a social travel guide that combines professional editorial content with user-generated content from globetrotters worldwide. On tripwolf.com travellers can find information on 400,000 destinations and point of interests and can create a personalized travel guide. tripwolf was conceived by travellers Sebastian Heinzl and Alexander Trieb and was successfully launched in English and German in June 2008. tripwolf GmbH is based in Vienna, Austria.
<http://www.tripwolf.com>

About Footprint Books

Footprint, located in Bath, UK, has been at the forefront of travel literature for over 84 years. The South American handbook, first published in 1924, is the flagship title with 85 annual editions. Footprint, once called ‘the publishers of the best travel guide in the world’ by Graham Greene, has recently developed a new and exciting range of lifestyle guides that fuse travel information with an activity - current titles include Body & Soul Escapes, Surfing Europe, Surfing the World, European City Breaks, Diving the World, Snowboarding the World and the Wine Travel Guide to the World.
<http://www.footprintbooks.com/>

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