

FOR IMMEDIATE RELEASE



DIDO AND TRIPWOLF ANNOUNCE A TRAVEL PHOTOGRAPHY COMPETITION
WIN AN AUTOGRAPHED DIDO LITHOGRAPH ON TRIPWOLF

NEW YORK. December 15, 2008—Social travel guide tripwolf.com and RCA Label Group announce today the launch of an exclusive photo competition with international multi-million selling artist, Dido, for the grand prize of a signed lithograph of Dido's newest album Safe Trip Home. The winner will also receive a CD of the album, as will the five runners up. To win, entrants simply post photographs that fall into one of three categories on the competition page, found at <http://www.tripwolf.com/en/page/competition/dido>.

Submission are now being accepted in the following categories:

- * Last photo before heading home from traveling;
- * Best travel photo; and,
- * Best adventure photo.

"We are thrilled to be working with RCA Label Group to present our users with this wonderful opportunity, and to work with such an acclaimed artist as Dido," says Sebastian Heinzl, tripwolf CEO. "There is nothing like traveling to make you appreciate home. So this album is especially significant to our community of globetrotters."

The competition will run for a full month. A combination of tripwolf and RCA representatives will judge the submissions, and the winners will be announced shortly after the closing of the competition on January 15, 2009. Guidelines and rules can be found on the tripwolf competition page <http://www.tripwolf.com/en/page/competition/dido>.

tripwolf is a collaborative social network where members share travel experiences, give real-time advice and search for both user-generated and professional editorial travel content on the best places to visit.

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About tripwolf

tripwolf gives travelers the opportunity to create—and print—a personalized travel guide for any destination. Travel information found on tripwolf.com is compiled from the travel

community's tips, network friends, maps, destination "trip gurus" and MairDumont, Europe's largest travel guide publisher. Users also can publish content about their own travel experiences, including uploading pictures and keeping travel blogs. Additionally, tripwolf members can network with other travelers from around the world, as well as import their contacts from social networks such as Facebook. For more information on tripwolf, visit <http://www.tripwolf.com/en/page/about>.