

THE NEW MTRIP TRAVEL GUIDES INTRODUCES THE EASIEST WAY TO SHARE TRIPS ONLINE

mTrip launches an online sharing feature for its mobile applications



MONTREAL, QC – AUGUST 26, 2011: After successfully launching on iPhone & Android, mTrip Travel Guides has expanded to the web, offering travelers an easy way to share their trip journey's and photos online for free with friends and family.

Travelers can use mTrip's mobile app to add geo-located pictures and notes to trips and then instantly sync them online on a personal page accessible on any web browser by PC, iPad & Android Tablet.

Since the mobile guides are offline, the traveler can prepare itineraries, photos, comments and postcards and the items will be stored on the device until a WiFi connection is detected (ie. from a hotel or back at home), at which point they are automatically synced online. After returning from vacation, it's not necessary to create a trip diary or spend time creating photo albums. Users just press 'Sync' in the mobile guide, and the entire trip is shared online with friends. Et voila!

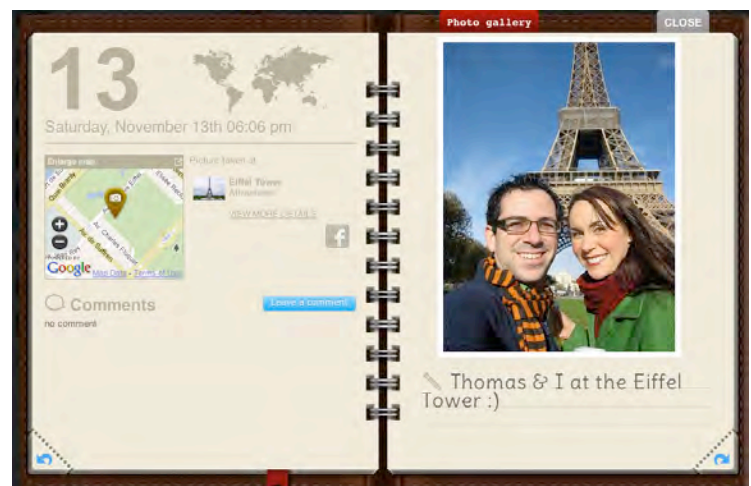
Demo of sharing your trip: <http://www.mtrip.me/demotrip>

The traveler can share:

- Trip itinerary
- Travel Photos
- Trip Journal & Comments
- Reviews & Ratings

Traveler Benefits:

- Sharing trips is extremely easy & quick
- Very user-friendly interface
- Friends & family can follow your trips in real-time
- One place to keep all your travel memories
- Free service, no account needed!



For more information on mTrip's new sharing feature, visit <http://www.mtrip.me> For more information on mTrip's city guides visit <http://www.mtrip.com>. For product inquiries or promotion code requests email Press@mtrip.com

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mTrip in the news

- ★ THE WALL STREET JOURNAL ★ These next-gen travel guides can take care of stress-inducing itinerary-planning in Asia, Europe and the U.S."
- ★ NEW YORK TIMES ★ "[...] travelers with iPhones should add mTrip to their augmented reality specialty apps list"
- ★ TECH CRUNCH FRANCE ★ "An innovative mobile tour guide"

Available City Guides

London, Paris, Amsterdam, Berlin, Rome, Venice, Barcelona, Madrid, Moscow, Dublin, Istanbul, Munich, Vienna, New York, San Francisco, Chicago, Washington, Tokyo, Shanghai, Singapore, Beijing, Bangkok, Budapest, Prague, Stockholm and São Paulo

***Available Languages***

English, French, German, Spanish, Italian, Japanese, Portuguese, Norwegian.

Download links to App Store

<http://www.mtrip.com/travel-guide/iphone>
<http://www.mtrip.com/travel-guide/android>

Press Center

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- Screenshots & Logo
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mTrip publishes intelligent travel applications for mobile and web. With expert content and user-friendly functions, mTrip defines tourism for the modern age. A fresh new approach integrating professional and user-generated content, geo-location, social networks and innovative features, mTrip offers users the most optimal travel experience.

mTrip Website: <http://www.mtrip.com>
mTrip Sharing Online: <http://www.mtrip.me>
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