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## PURELL HAND SANITIZER IS A TRIPADVISOR TRAVELERS' CHOICE FAVORITE IN CANADA

### World's Largest Travel Community Prefers PURELL to Any Other Hand Sanitizer Brand

AKRON, Ohio, Sept. 18, 2013 (GLOBE NEWSWIRE) -- [TripAdvisor®](#), the world's largest travel site\*, announced the winners of its inaugural Travelers' Choice® Awards for Travel Favorites in Canada. [PURELL Hand Sanitizer®](#) was selected by TripAdvisor travelers as the best hand sanitizer.

The Travelers' Choice Favorites awards honor top brands travelers across select global markets prefer to use on their trips. In Canada, there were 21 winners in categories ranging from cameras to sunscreen to carry-on luggage.

"The TripAdvisor community has spoken and these are the most beloved travel brands from around the world," said Barbara Messing, chief marketing officer for TripAdvisor. "We are thrilled to recognize these world-class brands with Travelers' Choice awards that millions of travelers worldwide rely on for the best travel products for their trips."

"We are delighted that TripAdvisor travelers selected PURELL as their favorite hand sanitizer," said Kathleen Hooker, marketing director, PURELL Consumer. "Travelers don't want anything to slow them down, and PURELL is for those on the go moments. We know our customers love using PURELL Jelly Wrap™ Carriers that can attach to purses and bags as well as 59 mL bottles."

#### Award methodology:

Surveys were conducted in each country using a total panel of more than 3,900 TripAdvisor travelers to select a shortlist of brands/products in each category. A total of 51,302 travelers (including 3,029 Canadian respondents) then selected their favorites from the shortlists.

#### About GOJO

GOJO Industries, Inc. ([www.gojo.com](#)) is the inventor of PURELL® Instant Hand Sanitizer and the leading global producer and marketer of skin health and hygiene solutions for away-from-home settings. The broad GOJO product portfolio includes hand cleaning, handwashing, hand sanitizing and skin care formulas under the GOJO®, PURELL® and PROVON® brand names. GOJO formulations use the latest advances in the science of skin care and sustainability. GOJO is known for state-of-the-art dispensing technology, engineered with attention to design, sustainability and functionality. GOJO programs promote healthy behaviors for hand hygiene, skin care and compliance in critical environments. GOJO is a privately held corporation headquartered in Akron, with offices in the United Kingdom, France, Australia, Japan and Brazil.

#### About TripAdvisor

TripAdvisor is the world's largest travel site\*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 200 million unique monthly visitors\*\*, and over 100 million reviews and opinions. The sites operate in 30 countries worldwide, including China under [daodao.com](#). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (Nasdaq:TRIP) manages and operates websites under 20 other travel media brands:

[www.airfarewatchdog.com](#), [www.bookingbuddy.com](#), [www.cruisecritic.com](#), [www.everytrail.com](#), [www.familyvacationcritic.com](#), [www.flipkey.com](#), [www.holidaylettings.co.uk](#), [www.holidaywatchdog.com](#), [www.independenttraveler.com](#), [www.jetsetter.com](#), [www.onetime.com](#), [www.seatguru.com](#), [www.sniqueaway.com](#), [www.smartertravel.com](#), [www.tingo.com](#), [www.travel-library.com](#), [www.travelpod.com](#), [www.virtualtourist.com](#), [www.whereivebeen.com](#), and [www.kuxun.cn](#).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, January 2013

\*\*Source: Google Analytics, worldwide data, March 2013

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