



May 14, 2008

## **OPENTABLE INTRODUCES OPENTABLE DINERS' CHOICE LISTS**

SAN FRANCISCO, Calif. (May 14, 2008) — OpenTable, Inc. ([www.opentable.com](http://www.opentable.com)), the leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants, announced the beta launch of its OpenTable Diners' Choice™ lists designed to help consumers choose the perfect restaurant for their dining occasion. Unlike other user-generated "best of" lists, OpenTable Diners' Choice lists are based solely on feedback provided by individuals who have honored their OpenTable® reservations. With nearly 200,000 submissions each month, the lists represent a breadth of dining experiences and are updated frequently. With the addition of the OpenTable Diners' Choice lists, OpenTable.com now provides diners with a one-stop destination to view restaurant recommendations, find real-time table availability and instantly book online restaurant reservations.

The OpenTable Diners' Choice lists are generated as part of the company's new dining feedback program in which those who book restaurant reservations through OpenTable.com receive an online questionnaire via email shortly after dining. Respondents can quickly rate the restaurant on a variety of aspects of their dining experience. The OpenTable system then aggregates the ratings and generates lists of the top 10 restaurants by category. The lists are refreshed frequently – as often as weekly in major metropolitan areas – to ensure they are fresh and reflect new restaurant openings and new additions to the OpenTable network. In addition to providing ratings, diners can also direct confidential comments to the restaurant. Dining feedback is shared with OpenTable partner restaurants through their secure accounts.

"Diners have long told us they appreciate the convenience of being able to book real-time reservations on OpenTable.com, but it can be hard to choose among the more than 8,000 restaurants on our service," said Jeff Jordan, chief executive officer of OpenTable. "With our new OpenTable Diners' Choice lists, we harness the insights of hundreds of thousands of diners to identify the top-rated restaurants for different characteristics and occasions, making it easier than ever for people to choose and book a restaurant reservation."

The OpenTable Diners' Choice lists are currently available in 16 metropolitan areas in the United States including Atlanta, Boston, Chicago, Los Angeles and San Francisco. Lists for other metropolitan areas, including New York City, will be released shortly. The lists range from traditional categories such as best food, service and atmosphere to helpful, colorful categories such as "neighborhood gem," "most romantic" and "fit for foodies." The number of different lists published for each location varies and the lists are updated frequently, depending on the volume and composition of the diner responses received. Large regions such as Los Angeles, San Francisco and Washington D.C. boast more than 25 different lists. For more information, or to see the current OpenTable Diners' Choice lists, please visit [www.opentable.com](http://www.opentable.com).

### **About OpenTable, Inc.**

OpenTable is the leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants. Approximately 60 million diners have been seated through reservations at [opentable.com](http://opentable.com), and more than 8,000 restaurants have replaced their pen-and-paper reservation books with the OpenTable System. The OpenTable service is available in 49 US states and seven other countries including Canada, Japan, Mexico and the United Kingdom.