

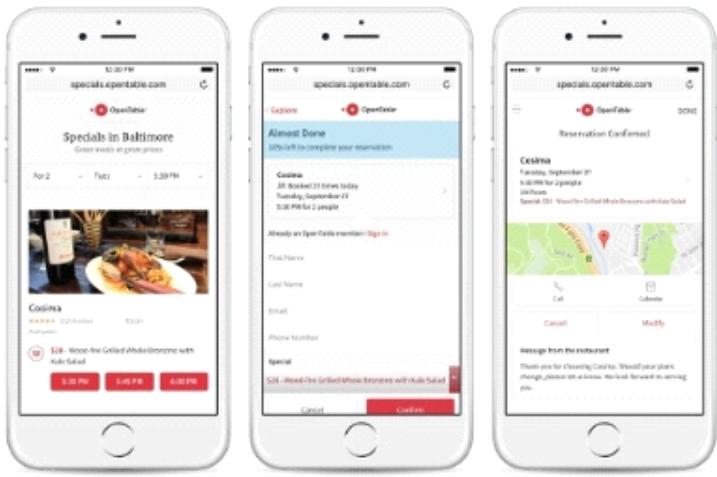


September 26, 2016

OpenTable Pilots New Feature in Baltimore Allowing Diners to Book 'Specials'

New Feature Helps Restaurants to Entice Diners with Special Menus and Signature Dishes and Pairings at Great Prices

SAN FRANCISCO, Sept. 26, 2016 /PRNewswire/ -- [OpenTable](#), the world's leading provider of online restaurant reservations and part of The Priceline Group (NASDAQ: PCLN), today announced it is piloting a feature showcasing specials, enabling restaurants in Baltimore to entice their prospective and regular guests with special menus and seasonal dishes and pairings at great prices.



"Special menus and pairings that showcase restaurants' signature dishes, spirits and seasonal ingredients play a vital role in attracting new guests and delighting regulars," said Scott Jampol, Senior Vice President of Marketing at OpenTable. "By giving restaurants an easy way to promote their specials right at the point diners are searching for and booking a reservation, we're helping restaurants dial-up demand, while at the same time helping diners discover new eateries at great prices."

"OpenTable specials provides an intuitive and elegant way for us to attract new guests and entice repeat visits," said Alan Hirsch, General Manager, Cosima. "Promoting our unique specials and signature dishes to diners right at the time when they're deciding where and what to eat is a powerful marketing lever."

Diners can view and book the current list of participating restaurants and their specials by visiting, <https://specials.opentable.com>. Restaurants interested in learning more can visit the OpenTable Open for Business blog [here](#).

About OpenTable:

[OpenTable](#), part of The Priceline Group (NASDAQ: PCLN), is the world's leading provider of online restaurant reservations, seating more than 20 million diners per month via online bookings across more than 38,000 restaurants. The OpenTable network connects restaurants and diners, helping diners discover and book the perfect table and helping restaurants deliver personalized hospitality to keep guests coming back. The OpenTable service enables diners to see which restaurants have available tables, select a restaurant based on verified diner reviews, menus, and other helpful information, and easily book a reservation. In addition to the company's website and mobile apps, OpenTable powers online reservations for nearly 600 partners, including many of the Internet's most popular global and local brands. For restaurants, the OpenTable hospitality solutions enable them to manage their reservation book, streamline their operations, and enhance their service levels. Since its inception in 1998, OpenTable has seated over one billion diners around the world. OpenTable is headquartered in San Francisco and available throughout the United States, as well as in Australia, Canada, Germany, Ireland, Japan, Mexico, and the UK.

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To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/opentable-pilots-new-feature-in-baltimore-allowing-diners-to-book-specials-300333642.html>

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