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OpenTable Reaches New Milestone as it Tops Seven Million Online Reviews Collected From Diners

SAN FRANCISCO, Aug 3, 2010 (GlobeNewswire via COMTEX News Network) -- OpenTable, Inc. (Nasdaq:OPEN) (www.opentable.com), a leading provider of free online reservations for diners and guest management systems for restaurants, today announced that its user-generated restaurant Ratings and Reviews program has produced seven million diner reviews, making OpenTable.com one of the largest restaurant review sites on the Web.

"We are committed to providing diners with the content they need to make an informed decision about where to dine. We deliver a highly differentiated reviews product, one that allows a broad range of sophisticated, confirmed diners to provide relevant and timely feedback on restaurants," said Jeff Jordan, CEO of OpenTable. "The significant growth of our dining Ratings and Reviews program illustrates how valuable it is for guests to share and review their dining experiences. We believe that our approach is among the very best on the Web."

Originally launched in November of 2008, the Ratings and Reviews program (http://reviews.opentable.com) helps OpenTable diners find the restaurant that best fits their dining occasion. Diners can submit restaurant feedback via a dining feedback form, and they can also access reviews for any of the 12,000 restaurant partners of OpenTable in the United States.

Unlike many online ratings sites, reviews on OpenTable are proactively solicited to diners who have recently dined at a restaurant. The review is verified through a process where diners must have booked and honored reservations made through OpenTable.com before contributing a review. To ensure relevance, outdated entries are deleted after a period of 120 days. These unique characteristics of the program ensure the OpenTable online reviews are reliable sources of insight designed to help diners find the restaurant best suited to their tastes.

"We really value the feedback we receive from our OpenTable customers, and we take what they say very seriously. Of all the review sites out there, only OpenTable can verify that the reviewer actually dined at the restaurant, so because of that, it's the only site we really, really pay attention to," said Rodney Worth, head chef at The Peasant & The Pear in Danville, California.

About OpenTable, Inc.

OpenTable is a leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants. The OpenTable network delivers the convenience of online restaurant reservations to diners and the operational benefits of a computerized reservation book to restaurants. OpenTable has more than 14,000 restaurant customers, and since its inception in 1998, has seated more than 160 million diners around the world. The company is headquartered in San Francisco, California, and the OpenTable service is available throughout the United States, as well as in Canada, Germany, Japan, Mexico, and the United Kingdom.

The OpenTable, Inc. logo is available at http://www.globenewswire.com/newsroom/prs/?pkgid=6474

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